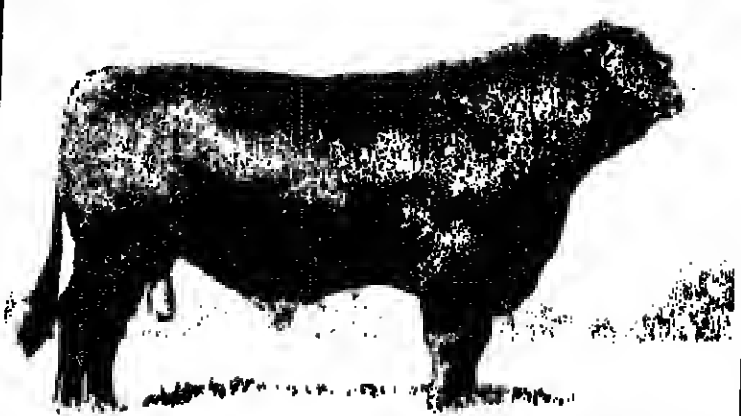


# COMPLETE DISPERSION Premier Registered Brangus



Tuesday, DECEMBER 19 &  
Wednesday, DECEMBER 20

STARTS AT 10:00 A.M.  
EACH DAY AT THE -

Cattle Dome, TYLER, TEXAS

## 1,000 + HEAD

The largest offering of registered Brangus  
ever sold at one auction!

★ CATTLE MAY BE SEEN AT THE RANCH, LONGVIEW, TEXAS.  
PLEASE CALL IN ADVANCE.

★ All females will be sold with a semen breeding privilege to Titan.

**SELLING:** DECEMBER 19 -

200 pairs ..... sell December 19

190 bred heifers ..... sell December 19

385 bred cows ..... sell December 19 & 20

DECEMBER 20 -

1/6 breeding interest - Titan - with 1,000  
ampules minimum ..... sell December 20

8 herd bulls ..... sell December 20

10 range bulls ..... sell December 20

150 open heifers ..... sell December 20

10 bull calves ..... sell December 20

★ 95% OF COW HERD IS 1973 - OR YOUNGER ★

★ Many small pasture groups - all 1/2 sisters ★

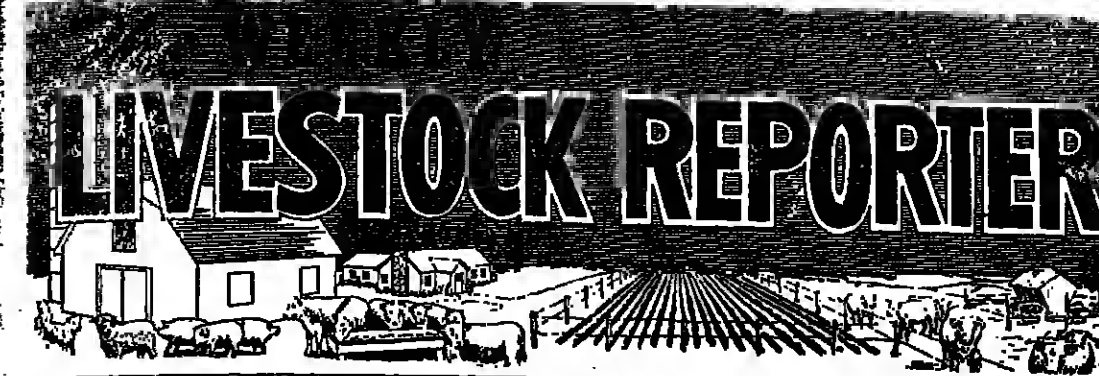
Glenn Richardson  
Route 5, Box 291  
Longview, Texas 75601  
Phone 214/753-7648 or 757-2432 (home)

Bill Hale  
214/753-4919 (home)

AUCTIONEERS:  
Gerald Bowie,  
West Point, Ga.  
678-0516

For catalogs, contact:  
SALE MANAGERS  
P&F CATTLE CO.  
Box 807, Bellville, Texas 77418  
Phone 713/865-3616

## USDA's Beef Pricing Study Released, Hearings Scheduled



82nd Year, No. 51

Fort Worth, Texas, December 21, 1978

Twenty-Four Pages

### Stuph & Thangs

TWAS TH' NIGHT BEFORE CHRISTMAS

MOVING? Please use form inside  
paper and give full information.  
Mailing list is run on Friday for follow-  
ing week.

We had a good fire goin' in th' fireplace and was enjoyin' that mystic feelin' we always get when we have a good fire to look at and someone we like to visit with and the time I was of Sandy Claws and he was gittin' girted up to make th' Big Ride and fill th' stockin's of th' Good Guye with nice thangs, and maybe he'd out a few cuckie burrs to some them other so-and-so's.

By way of gittin' into th' mood I th' herd night a work man end of Sandy was enjoyin' a nip or two of Old Early Grave to warm up our loins on per with th' way th' fire was warmin' our hidas and I asked Sandy a few questions.

Did he git any letters from Govmint folks? Yep, Sandy says, mother of feck he gits more letters from th' Burrocrats & Politicians than any other group. He reckons it may be partly because of th' feck what postage they pay. If any, is a

(CONT. ON PAGE 21)

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LAST PAPER!  
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Return order blank on  
Page 2.

#### Seven States Cattle On Feed Dec. 1 9% Over 1977

Washington, Dec. 14 (USDA) - Cattle and calves on feed December 1 for slaughter markets in the seven states preparing monthly estimates totaled 4.86 million head, 9% more than a year ago and 18% more than December 1, 1976, according to the Crop Reporting Board. Marketings of fed cattle during November were 1.72 million, 15% greater than last year and 29% more than 1976.

Placements of cattle and calves on feed in the seven states during November were 1.89 million, down 8% from last year and 12% below November 1976. Net placement of 1.78 million were down 10% from last year and 15% smaller than two years ago.

A Bright Idea for  
Christmas  
For Livestock Friends  
And Associates  
With A Subscription To  
The Weekly  
Livestock Reporter  
Order Blank On  
Page 23

#### HOLIDAY NOTICE

The Weekly Livestock Reporter  
will not be published Dec. 25,  
following our usual custom of  
observing the Christmas holiday.

#### Cows \$1-\$2 Higher, Hogs Advance .50¢ At Fort Worth

Fort Worth, Dec. 18 (F-S) - Receipts 1,000. Slaughter cows 1.00-2.00 higher, mostly 2.00 higher. Slaughter bulls steady. Feeder steers and heifers instances 1.00 higher on calves under 350 lbs. Demand good. Trading

(CONT. ON PAGE 21)

#### Amarillo Feeders Opened Higher

Amarillo, Dec. 18 (F-S) - Receipts 4,800, on hand for Tuesday 8,200. Trade fairly active, demand broad. Feeder steers firm to 1.00 higher, some mixed good and choice under 600 lbs. 1.00-2.00 higher. Feeder heifers 1.00-2.00 higher, most advance on weights over 600 lbs. Slaughter cows firm, slaughter bulls firm to 1.00 higher. Feeder steers: few lots choice and prime 800-900 lbs. 84.00-89.00, 500-650 lbs. 78.00-79.50, lot 881 lbs. 74.00, choice 300-400 lbs. 73.00-75.00.

(CONT. ON PAGE 21)

#### SPECIAL FORT WORTH

#### Stock Show EDITION

will be published  
January 18, 1979  
Plan NOW To Be in it!  
Ted Gouldy, Lee Watson,  
Tommy Brown or Phil Stoll  
2609 N. Main St. P. O. Box 4530  
Phone 817/424-7221  
Fort Worth, Texas 76106

### Special Features Start On ...

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Brangus News ..... 4-8  
Calendar ..... 17  
Classified Ads ..... 18-22  
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### Carlot Beef Opens Mostly Steady

Des Moines, Dec. 18 (F-S) - Midwest carlot meat trade FOS Missouri River area as of 2:15 p.m. Choice beef steady to 50¢ higher. Slaughter and holler beef steady to limited early week trade. Demand moderate, offerings light. Choice carcasses 1.50 lower than Wednesday. Sales reported on 6 loads of carcasses beef. Slaughter beef: 1/2 choice 4 600-900 lbs. 78.50, 4 good 2-3 600-900 lbs. 82.00, 1/2 choice 4 600-900 lbs. 79.25, 2 good 2-3 600-900 lbs. 79.00. Cow beef: no sales reported.

Greely, Dec. 18 (F-S) - Colorado carlot volume meat trade - FOS Colorado - 2 p.m. Monday. Steer beef steady to 50¢ higher. Hog beef steady. Cow and bulk beef steady. Trade slow. This report based on 17 loads steer beef, 25 loads hog beef, the equivalent of 2 loads of cow beef. Large share of steer and hog beef sold to standing orders or based on prior arrangements. Steer beef: choice 6 600-700 lbs. 85.00-85.50, Choice 3 700-900 lbs. 85.50-86.00, Choice 2-3 600-700 lbs. 85.50-86.00, Choice 2-3 700-900 lbs. 86.00-86.50, Choice 4 600-900 lbs. 79.00, Good 2-4 600-900 lbs. 81.50-82.00, 84.75, Choice 2-3 600-700 lbs. 84.75-85.25, Choice 4 600-700 lbs. 78.75-79.25, Good 2-4 600-700 lbs. 78.50-79.00, Cow beef: bag, u/tl. 1-3 81.50-82.00, Can & cut 1-2 88.75, Boneless 90 percent lean 124.00-128.00, Bull head: yield grd. 1-2 88.50-90.00, Boneless full cut 180.00.

Amarillo, Dec. 18 (F-S) - Panhandle area carlot meat trade (FOS the plant as of 1:15 a.m. (Beef trade) - Texas Panhandle, western Oklahoma and New Mexico.

### Records of 35 Packing Plants Used, USDA Market News, Private Services Revealed Very Limited Samples

The "Beef Pricing Report" compiled by USDA's Packers & Stockyards Agricultural Marketing Service, criticized last week created some confusion by various segments of the beef industry, including Lester Norton, publisher of the "Yellow Sheet," a widely used meat pricing report, who called it a "conglomerated mess" and the report was labeled "inaccurate" by Jerry Marchese of the "West Sheet," another widely used meat pricing report service.

### Fed Cattle, Butcher Hogs Posted Gains Monday at Terminal Markets

Supplies of slaughter cattle and hogs were smaller Monday than on the opening day last week. Fed cattle in most cases posted gains or equalled last week's best prices with steady to 1.60 higher rates from point to point. Hogs also were sharply higher, the longer advances on weights of 240 pounds and below and advances ranged from 80¢ to as much as \$2, however many markets reported the longer advances were trimmed in the late trade. Slaughter cows were firm to 60¢ to \$1 up at various markets. Price trends, quotations on choice and prime steers and hogs and the mixed good and choice grades and on U.B. 1-3 hogs scaling mostly 200 to 280 pounds included:

Omaha steers and heifers 50¢ to 1.00 higher. Steers 58.00-57.75 and 55.25-58.25; heifers 54.25-58.00 and 48.00-52.50. Hogs 50¢ to 1.25 higher at 40.00-51.50. Sioux Falls fed cattle steady. Steers 54.50-55.50 and 52.50-54.50; heifers 52.00-54.00 and 51.25-53.00. Hogs 1.00-1.25 higher at 47.00-52.25.

St. Louis fed cattle 50-1.50 higher. Steers 53.50-55.50 and 52.50-54.50; heifers 52.00-54.50 and 50.00-52.00. Hogs 1.00-1.50 higher at 48.00-52.75. St. Joseph fed cattle 1.00-1.50 over last Monday. Steers 55.50-56.75 and 55.00-55.50; heifers 53.50-55.00 and mixed choice, steer and heifers 55.50-56.50. Hogs steady to 1.00 higher at 43.00-52.00. Kansas City fed cattle steady with last Monday. Steers high good to choice with a few prime 54.00-56.00; choice heifers 53.50 and good to low choice 51.00. Hogs 1.00-1.25 higher at 48.00-52.00.



The Christmas Season is always a joy for reasons too numerous to list in this little space. The happy faces, lights, music and all the other things that go with reunions with friends and kin make it difficult to single out any one thing that is better than another. However, we feel one of the brightest moments is when we look back, when we are reminded, of the great blessings we have enjoyed and one of the highlights of these reflections is our memory of the many things and experiences we have enjoyed with you through the year. Your kindness, your friendship, and the many things you did with us and for us, make us very, very humble and proud to have known you and worked with and for you. May God bless and keep you, we hope you will have.

A MERRY, MERRY CHRISTMAS AND A HAPPY, PROSPEROUS NEW YEAR FILLED WITH HEALTH, WEALTH AND THE VERY BEST FOR YOU AND YOURS

From the Staff and all of our Typographical Crewmen

Ted Gouldy	Rosemary Gouldy	Jack Jordan
Tommy Brown	Edna Downey	Al Hamlin
Lee Watson	Benjamin Harrington	Jack Ryerley
Phil Stoll	Donna Whitely	Linn Rogers
A. J. Smith Jr.	Lorrie Harrington	Betty Mason
Archie Shugart	C. A. Rabb	Donna Damouchel

هذا هو الجدل



Q. What is Amerispain?  
 A. It is an important breed of cattle.  
 Q. Who needs Amerispain?  
 A. Commercial men will need it to stay in business.  
 A. Registered breeders of all kinds need it.  
 A. Longhorn breeders have much to gain.  
 A. If you have cattle or cattle on your mind you need Amerispain.  
 Q. What is an Amerispain Appraiser?  
 A. A man who observes, appraises and documents foundation cattle for Amerispain in a given area.  
 Q. How can you learn more about Amerispain?  
 A. For Detailed Information: Call 915/655-1667 or 915/896-2386

or write:  
 Amerispain Breeders  
 Association  
 Box 4029  
 San Angelo, Texas 76902

## THE TUMBLEBUG

Patent No. 3,938,682



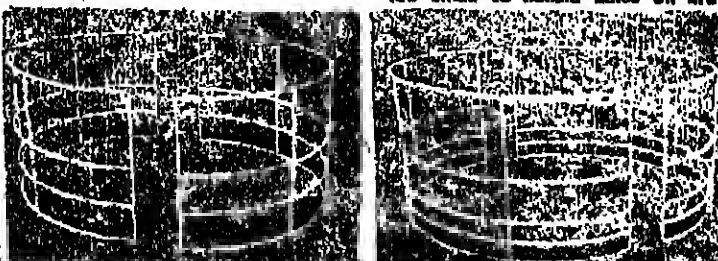
### TO LOAD:

1. Simply back up to bale as shown above, apply brakes to bale carrier.
2. Continue backing until loading arm falls over bale.
3. Then pull away, loading bale as you go.

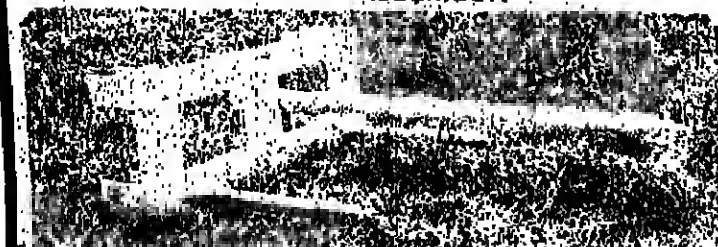
### TO UNLOAD

Reverse loading procedure, stopping as bale rolls off carrier.

No Special Hookup needed other than Push-pull switch installed to activate brakes (12 volt). May be used either on pickup or on tractor too small to handle bales on lift.



**ROUND BALE FEEDERS**  
 8 FT. IN DIAMETER - 2 PIECE FOR EASY SHIPPING.  
 BOLTED ASSEMBLY.



**FRONT END LOADER SPEAR**  
 For moving and stacking hay. (Specify tractor to fit).

**HAY HAULER**  
 (Right)  
 3-pt. Hitch Hay  
 Hauler for  
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 \$145.00



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## Fort Worth Stockyards Announces Holiday Season Schedule

Fort Worth - The Fort Worth Stockyards will be open for business throughout the Christmas-New Year Holiday Season except for closing on Monday, December 25, 1978 and January 1, 1979.  
 Business will be conducted as usual on all other days through the Holiday Season. Fort Worth Stockyards will be receiving cattle, hogs and sheep for Private Treaty Sales throughout the Holidays.

## Mites Show Promise

One of the problems with the red imported fire ant is that it has few natural enemies. With government bans on effective chemical control measures, scientists are working on alternative methods of controlling the pests. A tiny, parasitic mite, introduced into a fire ant colony, can parasitize the ants and even the queen to the extent that the colony will be destroyed. Testing is still being conducted.

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 Denton Office: 214/465-2400  
 Dallas: 214/291-1807

John Allison - Bull Division  
 214/784-2527  
 James Johnson - Cow Division

## THE WEEKLY LIVESTOCK REPORTER

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 Phone 817/624-7221 - Night 817/735-2201  
 Fort Worth, Texas 76106

Rates and other information on request. All inquiries should be addressed to the above address to assure prompt service. BPA membership applied for.

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Fort Worth, Texas

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Tommy Brown, Commercial Ad Mgr., Res. 817/732-3447

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Edna Downey, Classified Adv. Mgr.

Bennie Harrington, Circulation

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☐ Agriculture ☐ Other..... (Please Specify)

## SEASON'S GREETINGS

And Best Wishes for a Happy,  
 Healthy and Prosperous

## NEW YEAR

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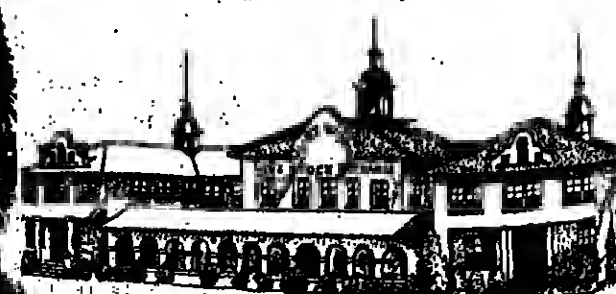
## HOLIDAY SCHEDULE

The Fort Worth Stockyards Will Be Open For Business As Usual  
 Thru The Holidays Except We Will Be CLOSED

December 25, 1978

January 1, 1979

The market for Packer Cattle should be  
 good with packing houses working a full  
 schedule during the holidays.



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85 Years of Service - Since 1893

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 HOG AND SHEEP (PRIVATE TREATY) EVERYDAY.

# Live Oak County Beefmaster Breeders Association BEEFMASTER BULL SALE

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 LUNCH NOON  
 Sale 1:00 P.M.

From the country  
 that is known for  
 producing high quality  
**BEEFMASTER  
 RANGE BULLS**

Selling 100  
**BEEFMASTER  
 BULLS**

Live Oak County Fairgrounds between George West and Three Rivers, Texas

ATTENTION CATTLEMEN

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 set of Beefmaster Bulls.



Live Oak County Beefmaster Breeders Assn.

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L.H. "Bud" Worsham, Secy.-Treas.

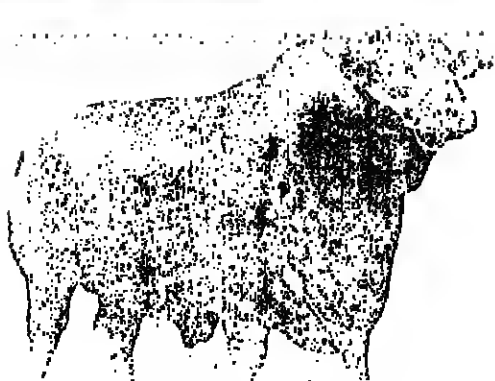
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 San Antonio, TX 78216 Ph: 512/349-2185

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## Texas Brangus Breeders Association News

By LAUREN MAYHEW

Cawley Ranch held their annual Brangus Bull Sale on Nov. 18 at the Producers' Livestock Auction in San Angelo. A large crowd gathered with buyers from Texas and New Mexico to bid on the 48 bulls consigned. Sales totaled \$95,875.00 to average \$1,417.00. The 1978 average was up \$725.00 over 1977 average. Guest consignors were: Ray Moody Ranch, Rock Springs, and Clayton Williams Brangus, Ft. Stockton. Top selling lots went to Kono Ranch Co. of Sonora for \$2800 and \$2250.

The 19th Annual Sealy Renge Bull Sale was held on Dec. 2, 1978 at Port City Stockyards in Sealy. Average was up \$602.00 over last year's sale. 94 Bulls sold for \$169,850.00 to average \$1,807.00.

Top Selling lot sold for \$5,000 to Cawley Ranch, Eldorado, and was consigned by Allen Turner, Thorndale. Second top selling lot sold for \$4,050.00 to John Anderson of Flores, Miss., consigned by Lneroy Sharp, Jr., of Waco. The sale was well attended with buyers representing six states: Texas, Oklahoma, Arkansas, Mississippi, Louisiana, and New Mexico. Volume buyers were Corralitos Venture, Las Cruces, N.M.; Felton Ranch, Waco; John Anderson, Flores, Mo.; Broussard Cattle Co., Ouedyan, La.; and Waggoner Ranch, Talsia, Ok.

Have you made plans to attend the 22nd Anniversary Sale and Convention in San Antonio, February 9-11, 1979? Convention Headquarters will be the new LaMancos del Norte on 87 N.E. Loop 410 at McCullough, conveniently located near the airport. Transportation can be arranged by the hotel. The Hill Country Sales Committee has selected only 40 Top Fannies and 1 Bull (a 942 son yearling) to sell at the "Best of Texas" Sale on February 10, 1979 at the Joe Fraeman Coliseum. Guest Speaker for the convention is Dr. Joe Wright of Castroville, speaking on "Bull Evaluation".

**MAKE YOUR RESERVATION NOW**  
Don't forget the Bluebonnet Brangus Breeders will be hosting the Last Bull Sale this Spring of 1979 on March 10 at Port City Stockyards in Sealy. 75 good bulls will be selling. For information contact P & F Cattle Co.

**BRINK'S BRANGUS SETS 1979 BULL SALE AT POTEET, JANUARY 20**  
Poteet, Texas — Brink's Brangus has announced the date of their (CONT. ON PAGE 6)



Corralitos Ranch at Las Cruces, N.M., represented by Buck Diddy of Pinar, Texas, was volume buyer at Texas Brangus Breeders Association Sealy range bull sale Dec. 2.

### Hill Country Brangus Top \$1 Million in Five Hour Sale

San Angelo — What is believed to be the highest dollar volume sale in Brangus history took place in jam-packed Producers Livestock Auction here Dec. 9, when in five hours of selling time Auctioneer Ruben Reyes of San Antonio sold \$1,109,335 worth of Brangus cattle. Sale managers were P & F Cattle Co., Billville, and each chairman were Jack Canning of Eden and Kermit Wendland of Miles.

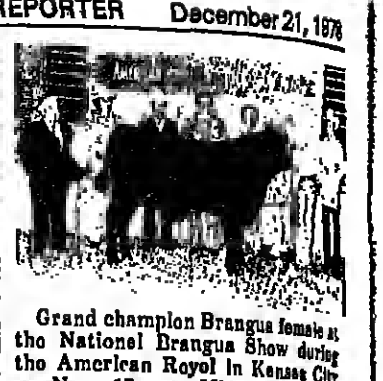
A second Brangus record was set (CONT. ON PAGE 6)



Grand champion Brangus bull at the National Brangus Show during the American Royal in Kansas City on Nov. 17 was Miss B8 General 193V, a late junior yearling heifer owned by Choye Ranches, Camp Wood, Tex.; Brink's Brangus, Kerrville, Tex.; and Cross N Ranch, Blue Ridge, Tex. Shown with the heifer from left to right are Glen Brinkman, manager of Brink's Brangus; W. O. Poole, partner in Choye; Red McCombs, Choye partner; Charles Thomas, Choye partner; Gary Gurg, Brangus Queen; Orady Gross, Choye hardman and Glen Urban, Choye manager.

### Sealy Brangus Bulls \$1,807

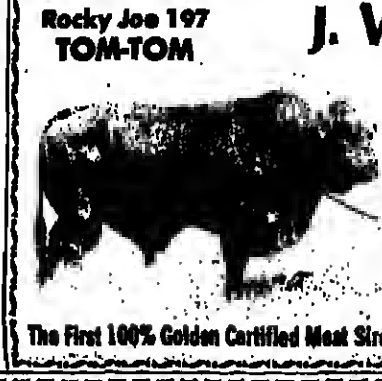
Sealy — The 19th annual Sealy Brangus range bull sale Dec. 2 grossed \$139,850 of 94 head for an average of (CONT. ON PAGE 7)



Grand champion Brangus female at the National Brangus Show during the American Royal in Kansas City on Nov. 17 was Miss B8 General 193V, a late junior yearling heifer owned by Choye Ranches, Camp Wood, Tex.; Brink's Brangus, Kerrville, Tex.; and Cross N Ranch, Blue Ridge, Tex. Shown with the heifer from left to right are Glen Brinkman, manager of Brink's Brangus; W. O. Poole, partner in Choye; Red McCombs, Choye partner; Charles Thomas, Choye partner; Gary Gurg, Brangus Queen; Orady Gross, Choye hardman and Glen Urban, Choye manager.

### Pines and Plains Sets Brangus Bull Sale For January 13

Sulphur Springs, Texas — The 7th Annual Pines and Plains Brangus Range Bull Sale will be held Saturday, January 13, 1979. Sale (CONT. ON PAGE 6)



Rocky Joe 197 TOM-TOM

## J. W. HASTINGS H RANCH

SEVEN MILES SOUTH OF WINTHORST, TEXAS  
The Home of Three 100% Golden Certified Meat Sires

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The First 100% Golden Certified Meat Sire

## CONGRATULATIONS HILL COUNTRY BRANGUS BREEDERS

For Having the First Brangus Sale to Gross

# \$1,109,335

636 Commercial Bred Heifers \$376,585 Average \$ 592  
1,054 Commercial Open Heifers \$461,150 Average \$ 438  
104 Registered Bulls \$271,600 Average \$2,611

P & F Cattle Company was very pleased to have the opportunity to work with the Hill Country Brangus Breeders Association and Auctioneer, Ruben Reyes in what is believed to be the largest dollar volume of Brangus Cattle to Ever Sell at Auction.

We would also like to thank all of the buyers and particularly the volume buyers: Blocker Ranch, Laredo, Texas; Carlton Ranch, Wauchula, Florida; and Deck Ranch, Eunice, New Mexico.

**MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL OF OUR CUSTOMERS AND FRIENDS. WE ARE LOOKING FORWARD TO HAVING A MORE PROSPEROUS 1979.**

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### Hill Country Brangus Top \$1 Million in Five Hour Sale

(CONT. FROM PAGE 4)  
when 104 registered Brangus bulls sold for \$271,600 to average \$2,612.

Summary  
No. Type Gross Avg.  
1054 Open heifers 481,150 458  
636 Bred females 376,585 592  
104 Registered bulls 271,600 2,611  
The Blocker Ranches of Laredo was top volume buyer of females, taking lots for \$154,000. Blocker Ranches were also top volume buyers of bulls, taking 18 head for \$54,580.

Dr. Bertram Carlton of Wauchula, Fla., was second high volume buyer of females, purchasing 259 head for \$119,815.

In the sale open heifers sold in a range of \$425 to \$575 per head and bred heifers from \$550 to \$995.

Two bulls sold for \$9,000 each: Choye Ranch of Camp Wood with Choye's Elephant 84/7, a Dec. 9, 1976 son of Brink's Blincoe 65/1, to Canning Ranch at Eden; and Justin Puschel's of Haskell Just Thunderhead 10/7, to Blocker Ranch of Laredo.

Alan Turner of Thorndale had the third high selling bull, TBF Joe 49 R, on April 12, 1977 son of WSR Rocky Joe 80n 688, purchased by Rufus Clerk of Rockdale for \$5,500.

Escho Cattle Co. of Abilene had the fourth high selling bull, TD Sempson 64/7, a Nov. 2, 1978 son of Jay H Carver 58 purchased by Circle 7 Brangus of Jackboro for \$4,900.

Justin Puschel of Haskell consigned the next high selling bull, Rosa Justice 103/7, a June 7, 1977 son of Zodiac Justice 8/8, purchased by Louis Thomas of Haskell for \$4,800. Choye Ranches consigned the next high bull, Choye's Titan 70/7, purchased by

### Canning Brangus Average \$1,159

San Angelo — J. R. Canning and R. A. Canning held the Canning Ranches fourth annual production sale of Registered Brangus cattle at Producers Livestock Auction here Dec. 10 in which 80 female lots grossed \$92,745 for an average of \$1,159 and one bull sold for \$9,100. P & F Cattle Co., Billville, were sole managers, and Bort and Ruben Reyes, San Antonio, were auctioneers.

Summary  
No. Type Gross Avg.  
15 Cow-calf pairs 26,800 1,788  
57 Bred females 58,985 1,084  
8 Open heifers 7,510 939  
1 Bull 8,100 8,100  
80 Female lots 92,745 1,159  
George J. and Meurino Clark, Jr.'s Escho Cattle Co. of Lemona, Okla. had the second high female lot, Miss Bar 17/4 with heifer calf at side by Mr. Arrowhead 81/0, for \$2,950. W. B. "Ray" Harris, Columbus, took the third high female for \$2,500.

Ray Moody of Rock Springs bought the next two high selling female lots, Miss Bar 81x 2/8 with bull calf by Mr. (CONT. ON PAGE 6)

Aubrey Delong of Morton for \$4,600. Clark's Escho Cattle Co. sold three bulls for an average of \$3,850 to have the highest bull average of all consigners. Only three bulls sold below \$3,000, most between \$2,000 and \$3,000.

Other buyers of bulls included Triplo M Ranch, San Saba; R. E. Heas of Agular, Colo.; MX Ranch of Roswell, N. M.; Lovelace Ranch, Edna; Louis Brooks, Jr., Sweetwater; John Corgie, San Angelo; Joo Russell, San Angelo; Jim Davis of Sterling City; Coco Meador, San Angelo and Eldorado, Chilli Colo.; San Angelo; Arledge Ranch, Robert Lee; Hamilton Scott's Scott Ranch, Big Lake; and Ovaratree Ranch of Crystal City.

**BILLY HARRY'S**  
  
**Brangus**  
FOR SALE  
RANGE BULLS  
and two proven 4 Year-Old  
herd sires  
BOX 166  
SULPHUR SPRINGS,  
TEXAS 76482  
OFFICE: 214/885-6568  
HOME: 214/885-2429

Other buyers of bulls included Triplo M Ranch, San Saba; R. E. Heas of Agular, Colo.; MX Ranch of Roswell, N. M.; Lovelace Ranch, Edna; Louis Brooks, Jr., Sweetwater; John Corgie, San Angelo; Joo Russell, San Angelo; Jim Davis of Sterling City; Coco Meador, San Angelo and Eldorado, Chilli Colo.; San Angelo; Arledge Ranch, Robert Lee; Hamilton Scott's Scott Ranch, Big Lake; and Ovaratree Ranch of Crystal City.

\*\*\*\*\*  
★ **FEATURING THE SERVICE OF** ★  
★ **SUPERSTAR** ★  
★ **365 DAY RECORD WEIGHT 1,288 LBS.** ★  
★ **SALE OF STARS** ★  
★ **1:00 P.M. - APRIL 7, 1979** ★  
★ **AT THE RANCH - ROUND TOP, TEXAS** ★  
★ **Brand's Brangus Ranch** ★  
★ **Round Top, Texas P.O. Box 33279 - Houston, Tx. 77033** ★  
★ **Ludwig & Judy Brand, Owners** ★  
★ **P.O. Box 12307 Houston, Texas 77017** ★  
★ **Office: 713/644-3431** ★  
★ **Residence: 713/494-3148** ★  
\*\*\*\*\*



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To make it in today's cattle business, you need a bull that will increase profits — You need a Brangus!

A Brangus bull costs little to maintain and at the same time sires calves that bring top dollar at the market. Because of his 3/8 Brahman—5/8 Angus heritage, a registered Brangus bull is hardy and adaptable to climactic extremes. He does well on the range and is disease and pest resistant.

A Brangus bull is a virile and aggressive breeder and settles cows quickly. Cows bred to a Brangus bull experience few calving problems. Brangus calves gain quickly on feed or forage, averaging 75 to 100 pounds heavier at weaning than English breeds.

But most of all, calves from a Brangus bull are consistently profitable. They lay down internal fat early, and finish early with enough marbling to grade choice. Brangus calves are preferred—by stockers, feeders, packers, and consumers. If you want PROFIT, you need BRANGUS!

For information about scheduled events, upcoming sales, and sale catalogs, call collect: Lauren Mayhew, Secretary, Texas Brangus Breeders Association, P.O. Box 570, Sealy, Texas 77474. Tel. (713) 885-3364.

You get what you pay for!  
More and more cowmen are finding out —  
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CATTLEMAN'S PRICES  
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MILLARD HUDGINS, MGR.  
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HUMPHREY, TEXAS 77445  
PHONE (713) 826-3655

**TBBA**  
TEXAS BRANGUS BREEDERS ASSOCIATION  
(Affiliated with IBBA)



# **Pines and Plains Sets Brangus Bull Sale For January 13**

(CONT. FROM PAGE 4)  
time is 1:00 p.m. of the Regional  
Livestock Center at Sulphur  
Springs. The sale is sponsored by  
the Pines and Plains Brangus  
Breeder's Association.  
Selling at auction will be 90 top  
Brangus bulls including several  
herd sire prospects. All bulls are

registered, 16-49 months old, and  
have been Bangs, TB and fertility  
tested. All meet rigid weight re-  
quirements with 1,000 lbs. mini-  
mum at 16 months of age and  
1,500 lbs. minimum at 30-40  
months.  
Sale headquarters will be the  
Ramada Inn at Sulphur Springs,  
214/885-7877.  
Auctioneer will be Ruben Royce.  
For information contact the Texas  
Brangus Breeders Association,  
Lauren Mayhew, P. O. Box 870,  
Sealy, Texas 77474, 713/886-3894.



**PINES AND PLAINS BRANGUS BREEDERS**

P.O. BOX 944 - GAINESVILLE, TEXAS 76240 - 817/665-5024

**7th ANNUAL PINES AND PLAINS BRANGUS RANGE BULL SALE**  
**Saturday - JANUARY 13, 1979 - 1:00 P.M.**  
Regional Livestock Center - Sulphur Springs, Texas  
**SELLING 90 TOP BRANGUS BULLS**  
Including Several Herd Sire Prospects

**MELVIN L. DIXON**  
Dixon Brangus Farms  
1438 Oak Hill Drive  
Graham, Texas 76046  
Res: 817/548-6226  
Farm: 817/362-4324

**BAR THREE RANCH**  
Thomas R. & Keith Adams  
Box 63  
Beckville, Texas 76831  
(214) 878-2288

**ROCKING T RANCH**  
Tom J. Allison  
Box 875, No. 1, H. 35  
Gainesville, Texas 76240  
817/665-6178

**ERVIN PUESCHEL**  
Route 3  
Stamford, Texas 78683  
(817) 773-3886

**BOSQUE ACRES RANCH**  
C. B. & Jerry L. Oodson  
2229 W. Oliveton  
Arlington, Texas 78012  
(817) 281-7888

**MUROOCH'S BRANGUS &  
QUARTER HORSE FARM**  
K. E. Murdoch  
Rt. 2, Box 78  
Rising Star, Texas 76471  
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**BRITTON BRANGUS**  
Cale and Wanda Britton  
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Gainesville, Texas 76240  
817/885-5024

**LIBERTY CATTLE CO.**  
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Ladonia, Texas 75445  
214/821-2793 or 387-7074

**MEADOWCREEK RANCH**  
Paul & Carolee Shupe  
Rt. 2, Box 69A  
Merrell, Texas 75670  
214/838-8589

**PREMIER BRANGUS**  
Glen L. Richardson  
Rt. 5, Box 281  
Longview, Texas 75601  
214/793-7848

**DOUBLE EE RANCH**  
Gayle Perry  
404 East Oakes Rd.  
Grapoville, Texas 78061  
817/863-6112 - 481-3821

**W. M. BRANGUS**  
Jimmy Moore  
124 N. Polk  
Jefferson, Tx. 75857  
214/865-2387

**DIAMOND LAND & CATTLE CO.**  
O. Jan Tyler  
2030 Republic Bank Tower  
Dallas, Texas 75201  
Office: 214/748-8386  
Residence: 214/722-8779

**M.T.G. BRANGUS**  
Herbert L. Murray  
P.O. Box 3785  
Tomball, Texas 77401  
Off: 214/632-8533 - Res: 838-5897

**HANCOCK RANCH**  
J. E. Hancock  
Route 1  
Kenna, Texas 76144  
(214) 388-2433

**BILLY HARRY BRANGUS**  
Billy Harry  
Route 2, Box 185  
Sulphur Springs, Texas 75482  
(214) 885-2428

**J. W. HASTINGS RANCH**  
Registered Brangus Cattle  
South of Windthorst, Texas  
Ranch: (817) 423-6300 or 9492  
Office: (817) 723-7212

**ATTOYAC FARMS**  
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San Augustine, Texas 75972  
713/278-2940

**BLACKLAND FARM**  
J. D. Johnson  
12041 Co. Dr. Drive  
Dallas, Texas 75230  
214/233-6362

**CLOVERLEAF BRANGUS**  
George V. Lohmann  
11 Dryden Place  
Port Arthur, Texas 77640  
713/983-2121

**MYRICK'S BRANGUS**  
Henry C. Myrick  
Rt. 1, Box 47, Arc Rd.  
McKinney, Texas 76059  
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Blue Ridge, Texas 75004  
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**BAR H RANCH**  
Arnold Hooper & Sons  
Route 2  
Joaquin, Texas 75854  
713/289-3698

**BEAVER CREEK BRANGUS**  
Gary Croas, Ranch Mgr.  
Route 2, Box 288  
Athens, Texas 75751  
214/676-8141 or  
817/840-3204

**CROSS N RANCHES**  
Frank M. Grossen  
4800 Republic Bank Tower  
Dallas, Texas 75201  
214/378-2514 or 388-2389

**J. C. DUFF, M.D.**  
1084 12th St.  
Arlington, Texas 76010  
Off: 815/823-3274  
Res: 815/823-3813

**RAFTER C RANCH**  
John & Monica Cheneit  
2204 Apbrock Blvd.  
Arlington, Texas 76018  
817/261-2929 or 279-6862

## **Canning Brangus Average \$1,159**

(CONT. FROM PAGE 5)  
Arrowhead 81/0, for \$2,050; and Miss  
Bar Six 801/6 bred to PW Jn Justine  
21/8 for \$2,000. Moody also bought the  
only bull sold, Mr. Bar Six 824/7, a Mar-  
ch 17, 1977 bull by SG Black Gold 21/1.  
Values buyers included: Aubrey  
at the sale management, Syler  
Sales Management, Inc., Matt and  
Ann Syler, Rt. 2, Box 35, Burton,  
Texas 77855, 713/289-4400.

## **Brink's Brangus 1979 BULL SALE AT**

(CONT. FROM PAGE 4)  
Brangus Bull Sale to be held Janu-  
ary 20, 1979 at 1:00 p.m. The sale  
will be held at Brink's Brangus  
located 20 miles due south of San  
Antonio on Hwy. 16 to E31 Road  
476, 3 miles south of Poteet, Texas.  
Selling will be 120 bulls includ-  
ing Registered Brangus, halfblood  
Brangus and 3/4 blood Brangus.  
Cattlemen interested in Brangus  
cattle should stop by or contact  
Joey Bryce, Manager, Brink's Brangus,  
Box 288, Poteet, Texas 78061,  
512/742-3883.  
A dry, brittle Christmas tree can be  
up in flames in a matter of seconds.  
Before setting up the tree, make a shed  
cut across the trunk base and put the  
tree in a sturdy, water filled stand.

## **Brink's Brangus POTEET, TEXAS**



**BULL SALE**  
**JAN. 20 '79**  
**1:00 p.m.**  
**POTEET, TX.**

BRINK'S BRANGUS - 20 miles due south of San Antonio on Hwy. 16 to E31 Road 476, three miles south of Poteet.

**120 SELL**  
**REGISTERED BRANGUS**  
**1/2 Blood Brangus 1/4 Blood Brangus**

If you are in the San Antonio area,  
come by and visit JESS BRYCE - mgr., Brink's Brangus  
Box 288, Poteet, TX 78061  
Phone (512) 742-3883

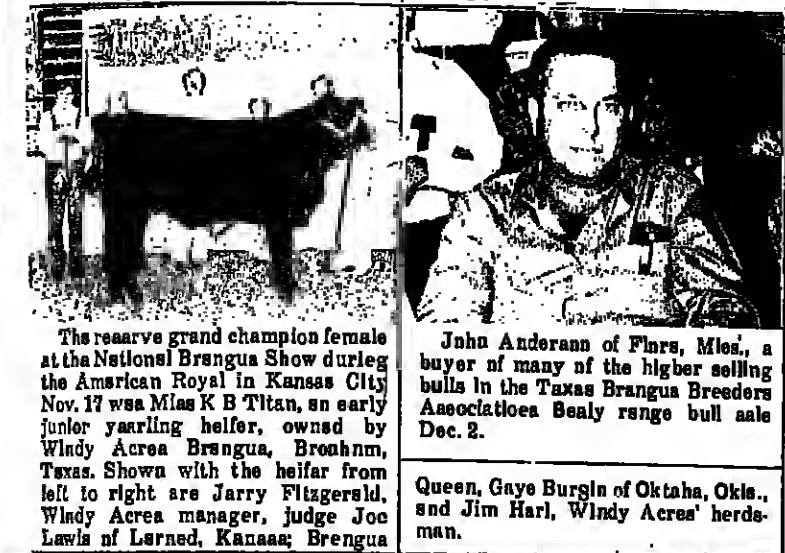
**Be Sure To Attend The  
Southeastern Brangus Breeders  
RANGE BULL SALE**  
**Saturday - 1:00 P.M.**  
**JANUARY 6, 1979**  
Coastal Plains Experiment Station Sale Pavilion  
**TIPTON, GEORGIA**  
**SELLING 70 BULLS**  
And The ...

**7th Annual Pines & Plains  
BRANGUS RANGE BULL SALE**  
**Saturday - 1:00 P.M.**  
**JANUARY 13, 1979**  
At The Regional Livestock Center  
**SULPHUR SPRINGS, TEXAS**  
**SELLING 90 TOP BRANGUS BULLS**  
To Each Of You, Our Best Wishes  
For A Merry Christmas And A  
HAPPY NEW YEAR

**Syler Sales Management, Inc.**  
Matt and Ann  
Rt. 2, Box 35, Burton, Texas 77835  
713/289-4400

## **Our Girl Friday . . .** By ANN SYLER

For the first time in 26 years, since  
my first child was born, I will not have  
all of my children with me for Christ-  
mas and I am already feeling the pang  
of missing them. One son is in the  
making his home - one son is offshore  
from the Yucatan on a drilling rig and  
as luck would have it, his "two weeks"  
out fell with Christmas Day right in the  
middle. I knew this day would come as  
it does to all families - but that doesn't  
make it any better! We did have all but  
one here, however, and the grand-  
children too, for the decorating of the  
tree last week - and our stayaway in an  
all of stockings hung with care. It is  
a true joy to be able to read "The Night  
Before Christmas" to the little ones -  
and to realize that they are old enough  
now to really understand when we tell  
them the reason for all of the gifts un-  
der the tree - that we bring gifts to  
loved ones because the Wise Men did in  
that time so long ago.  
And someone is sending gifts to us  
cattle people during this season - our  
weather is mild and good; our prices  
are the strongest in several years; and  
all manner of good things are hap-  
pening. Take a few moments to say  
"Thanks" and -  
May the Joy and Peace of Christmas  
be with you now and all through the  
coming year.



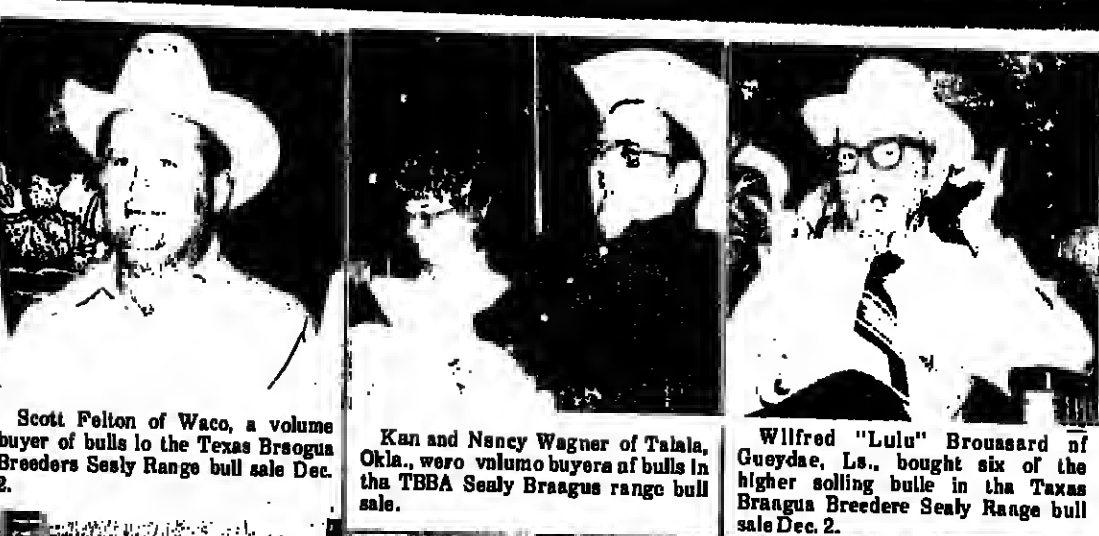
The reserve grand champion female  
at the National Brangus Show during  
the American Royal in Kansas City on  
Nov. 17 was Miss K B Titan, an early  
junior yearling heifer, owned by  
Windy Acres Brangus, Brenham,  
Texas. Shown with the heifer from left  
to right are Jerry Fitzgerald,  
Windy Acres manager, judge Joe  
Lewis of Larned, Kansas; Brangus

Queen, Gays Burgin of Oklahoma, Okla.,  
and Jim Harl, Windy Acres' herds-  
man.

**THE GOOD  
KINDA CATTLE**  
Our herd sires include Rocky Joe 650, General, Tom Tom and  
Rocky Joe 851. There isn't a better Brangus herd bull battery any-  
where. Why settle for less than the best?  
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David Allison, Manager  
Ranch Phone 214-367-7074  
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Ranch 817/445-3766  
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between Dublin and Stephenville.  
**CUATRO E RANCH**  
Registered Brangus  
FOR SALE  
Range Bulls & Females  
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Jack Cornett, Mgr.

**Hancock Ranch**  
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Roy C. Jenkins, Mgr.  
Reg. Bulls and Hens For Sale  
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**THE LAMAR MURFEE'S**  
LETTER M RANCHES  
Registered Brangus Cattle  
Headquarters: Cypress, Texas  
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**SEVENTY-SIX RANCH 76**  
Registered Brangus  
Dean Owen, OWNER  
Ranch Located 8 Miles South  
of Brenham on Hwy. 86/76  
713/777-9247



Scott Felton of Waco, a volume  
buyer of bulls in the Texas Brangus  
Breeders Sealy Range bull sale Dec.  
2.  
Kan and Nancy Wagner of Talala,  
Okla., were volume buyers of bulls in  
the TBBA Sealy Brangus range bull  
sale.  
Wilfred "Lulu" Broussard of  
Gueyda, La., bought six of the  
higher selling bulls in the Texas  
Brangus Breeders Sealy Range bull  
sale Dec. 2.

**REGISTERED BRANGUS BULLS**  
EXCELLENT CONFORMATION, SIZE AND BREED CHARACTER  
**Sons of GENERAL, TITAN, BEACON,  
ELEFANTE, HOPI and ROCKY JOE 650.**  
Priced for The Commercial Cowmen.  
**KRUEGER  
BRANGUS**  
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Call (713) 687-2621 or 687-2997

**GRANADA  
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Pureblood  
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**Brangus**  
BULLS & HEIFERS  
FOR SALE  
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**Willow Springs Ranch**  
Performance Tested: **BRANGUS  
CATTLE**  
Demand the Genetic Stability of  
the "WSR" Prefix and the LA Brand.  
GARY BRUNS, Manager  
Route 2, Box 24, Burton, Texas 77835  
Phone 713/836-9645

**BREEDING THE BEST  
TO THE BEST . . .**  
BLOODLINES  
★ GENERAL ★ BEACON  
★ ELEFANTE ★ CLOUD 942  
**Brangus**  
Outstanding Brangus Cattle Bred For  
The Needs of The Registered and  
Commercial Cattlemen.  
**ROJAK RANCH**  
MT. VERNON, TEXAS  
Roland & Jackie Young - Owners  
DALLAS, TEXAS  
214/337-4761 or 214/338-5555  
WAYNE FOSTER, Manager  
214/637-4522 or  
214/637-4522



# PINES AND PLAINS

7th Annual  
Brangus

## Range Bull Sale

Saturday, January 13, 1979,  
1 P.M.

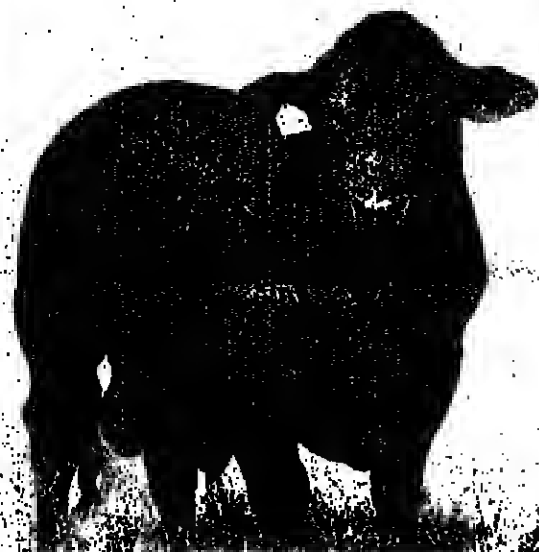
At The Regional Livestock Center, Sulphur Springs, Texas

Sponsored by the Pines & Plains Brangus Breeders Association  
Paul Sharpe, President O Wanda Britton, Secretary

Selling at Auction

90 Top  
Brangus  
Bulls

Including Several  
Herd Sire  
Prospects



All bulls registered Brangus • All 16-48 months of age • All bangs, TB and fertility tested • All meet rigid weight requirements with 1,000 lb. minimum at 16 months and 1,500 minimum at 30-40 months.

Auctioneer: Ruben Reyes TXLE-129-0488

Sale Headquarters: Ramada Inn, Sulphur Springs; 214/885-7577

**SYLER Matt & Ann**  
**SALES Management, Inc.**

Rt. 2, Box 35 Burton, Texas 77835

713/289-4400



**TBBA**  
For Information Contact:  
Lauren Mayhew, Secretary  
Texas Brangus Breeders Association  
P.O. Box 570, Sulphur, Texas 77474  
713/885-3384  
TEXAS BRANGUS BREEDERS ASSOCIATION



Browder's has a New Spring Load of

**ARMSTRONG TIRES**

for Your Early Spring Load of Plowing.

**OPEN SATURDAY MORNING**

PRICES INCLUDE FEDERAL EXCISE TAX

\*SOME TIRES AVAILABLE BY SPECIAL ORDER

\*\*SPECIAL ORDER ONLY.

**AGRICULTURAL R-1 REAR TRACTOR**

SIZE	PLY	PRICE	SIZE	PLY	PRICE
6.3x24	4	60.30	20.6x34	6	375.18
9.5x24	4	69.64	20.8x34**	8	391.30
11.2x24	4	77.47	23.1x34	8	479.54
12.4x24	4	91.41	11.2x36	4	104.67
13.9x36	6	152.75	12.4x38	4	125.42
14.9x24	4	114.70	13.6x38	4	129.97
14.9x24	6	128.06	13.6x36	6	148.36
16.9x24	6	146.69	14.9x36**	6	160.06
16.9x24	6	164.59	15.5x38	6	180.59
14.9x26	6	132.13	15.5x38**	8	193.09
18.4x26	6	179.00	16.9x38	6	223.88
23.1x26	8	429.23	16.9x38**	6	245.42
23.1x26**	10	466.34	16.4x36	6	251.07
11.2x26	4	85.98	18.4x36	6	279.05
12.4x26	4	101.22	20.8x36	6	430.00
13.6x28	4	106.16	20.8x36	10	466.43
13.6x26	6	119.97			
14.9x26	4	125.74			
14.9x26	6	134.02			
16.9x28	6	163.60			
16.9x28	8	174.74			
16.9x30	6	177.09			
16.4x30	6	202.18			
23.1x30	6	466.00			
24.5x32	10	537.27			
16.9x34	6	202.17			
16.4x34	6	226.96			
18.4x34	6	254.39			

MANY OTHER SIZES AT DISCOUNT PRICES

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BRIDGEPORT BROWDER TRUCK CENTER

Chico Hwy. - Bridgeport, Texas - 1/883-4138

Brand New Location for ARMSTRONG TIRE

CHAMPION TIRE COMPANY

1801 White Settlement Road - Fort Worth

1-817/332-2423

## SANTA GERTRUDIS NEWS

*The Santa Circuit*  
By BUDDY SMITH

1978 was a good year for Santa Gertrudis. There are many ways to measure the progress of a breed, but perhaps the buying public is the ultimate criterion. During 1978 many Santa Gertrudis were sold at public auctions then at any other period in the history of the breed.

Herdy without exception, over-all sale averages were higher than ever before. Not only were prices higher, but cattle distribution ranged into areas geographically new to Santa Gertrudis. Most buyers were new breeders or commercial cattlemen not having previously purchased Santa Gertrudis at public auction.

Joe Marchman, right, of Plano, Texas, owner of Joe Marchman Ranches at Meridia, smiles with justified pride in his Santa Gertrudis sire, Jamar 870/4, a grand champion sire and sire of champions, as exemplified above: the first and second place get-of-sire at the 1978 American Royal's Santa Gertrudis show. The senior trio at left are Jamar 13/7, Juliana 1/7, and Victoria 13/7. These three were also champions get-of-sire at shows in Indianapolis, Louisville, Decatur, Nashville, Memphis, Tulsa and St. Louis; and the trio between themselves took 11 individual grand championships and six reserve championships this year.

Cattle sales in the country are on the upswing. In fact, as I write this article, I am preparing to ship 800 commercial

George A. Butler's Mayfair Ranch at Braham, Texas, showed their Santa Gertrudis 14/7 to the female savior championship at the 1978 Ozark Empire Fair at Springfield, Mo. With the winner at left is Judge Nick Overpack, and at the halter Tam West of Santa Services at Huntsville, Texas, fitter.

Santa Gertrudis hollers is the Shamrock, Texas, area. These hollers will go on winter pasture. In late spring they will be "topped out" with the best being retained for breeding purposes.

Ed Stafield, left, general manager, and Belton K. Johnson, owner, of Gisparraca Ranch at La Pryor, are shown welcoming the large crowd to the highly successful Santa Gertrudis "Cawma's Choice" production sale Nov. 13.

This balance will go on feed. This in itself is nothing special, except for the fact that this is the first time these buyers have used Santos. In the past, they have fed out number one and two hollers from Kentucky.

Also during this past year one of the largest groups of Santa Gertrudis cat-

(CONT. ON PAGE 11)  
**Direct Feedlot Trade Stronger, Inquiry Brisk**

Amarillo, Dec. 18 (F-S) - Trade opened moderate throughout the Panhandle area early Monday. Slaughter steers .25-.50 higher. United sales hollers .60-1.00 higher. Feedlots report good interest, several still in the yards late. Steers 6,100: 280 head choice 2-3 1050-1100 lbs. 57.75. Good and mostly choice 2-4 1050-1150 lbs. 57.50-57.50. Mixed good and choice 2-3 1050-1100 lbs. 55.00-55.75. Hollers 900: good and mostly 2-3 950-1025 lbs. 55.00-56.50. Good and choice 2-3 950-1000 lb. halibut 52.50-52.55.

Tradu slow throughout the area Friday and over the weekend. Slaughter steers and hollers steady. Steers 8,400: good end mostly choice, 70-80 percent choice, 2-3 1050-1175 lbs. 55.50-57.25. Mixed good and choice 2-3 1075-1125 lbs. 55.50-56.50. Hollers 1,200: good and mostly choice 2-3 900-925 lbs. 54.50-55.00. Mixed good and choice 2-3 900-925 lbs. 54.00-54.50. Good and choice 2-3 1000 lb. halibut 53.50.

Dodge City, Dec. 18 (USDA) - Trade slow late Friday through 8:00 p.m. Monday. Slaughter steers and hollers steady to .55 higher, the advance as Monday. Steers 1,200: choice 2-4, mostly 8, 1075-1100 lbs. 56.50-57.00, 57.00 on Monday; few mixed good and choice 1125 lbs. 55.75. Hollers 900: choice 2-4, mostly 8 950-975 lbs. 54.00-55.50, 55.00-55.50 Monday; choice with end good 53.75-54.00.

Omaha, Dec. 18 (USDA) - Nebraska feedlot sales 4,800 head. Live sales 50 pct. of volume. Good buyer inquiry but only limited sales. Steers firm, hollers .25-.55 higher. Steers: good to mostly choice 2-4 sometimes muddy 1100-1250 lbs. 55.50-57.55. Halibut: moderate number choice and prime 2-4 1000-1125 lbs. Fairly clean 55.50-56.00. Good to 85-80 pct choice 2-8 900-1050 lbs. 58.00-55.50. Sold Friday but not previously reported 185 head choice and prime 2-4 1055 lbs. 58.00. Dressed basic steers fully steady, hollers firm to .50 higher. Weight only - steers: good to mostly choice 600-905 lbs. 59.50-61.00. Weight only - hollers: good to mostly choice 400-750 lbs. 58.00-60.55, mostly 59.00.

Greely, Dec. 18 (F-S) - Slaughter steers and hollers rather slow through mid-afternoon Monday, modest volume steers .25 higher, hollers strong to .50 higher. Steers 700. Choice 2-4 1100-1125 lbs. 57.50. Hollers 975. Choice 2-4 900-925 lbs. 54.00-55.25; one choice set 580 lbs. 55.50.

**Western Kansas Directs**

Dodge City, Dec. 14 (USDA) - Slaughter steers and hollers .50-1.05 higher, instances .150 up. Steers 25,700: late sales, choice 2-4, mostly 8 1050-1175 lbs. 56.00-57.00, mostly 56.50-57.50; choice with end good 55.50-56.50; few choice good and choice 54.50-54.50; few choice with end good 1150-1200 lb. Hollers 61.50-52.00. Hollers 14,800: late sales, few loads average and high choice 2-4, mostly 8 925-1000 lbs. 56.00-56.25; choice 900-1000 lbs. 54.00-55.00, mostly 54.50-55.00.



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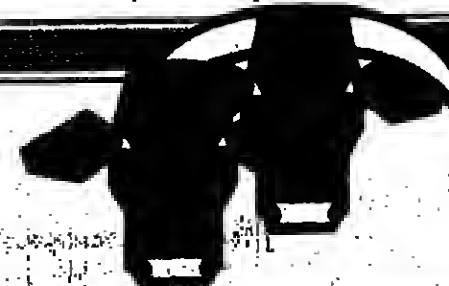
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Grand end senior champion Santa Gertrudis female at the East Texas Fair at Tyler Sept. 27 was 1/1380, one of the five champions in six classes entered by Superior Land & Cattle Co. of Allot of which Randy Leifate is manager. With the winner standing at left is Ed Bullman, Willie Point, president of the sponsoring Premier SGA; Joe Dial, Judge; and kneeling,

A triple grand champion Santa Gertrudis bull during the 1978 show season in Texas was Superior Land & Cattle Co.'s of Allot Bull 7-285 above and the East Texas Fair, Tyler, Sept. 27 where Judge Joe Dial selected Superior L&C entries as tops in five of the six categories judged: champion, left, Raymond Noss of Superior; and Buddy Smith, Huntsville, of Santa Services.



Junior champion and reserve grand champion Santa Gertrudis bull at the 1978 American Royal Livestock Show at Kansas City was Jomar's 85/8 chosen for the honor by Judge R. P. Marshall, left, of King Ranch at Kingsville, Texas, for Owner Joe Merchan, second from left, of Plazo, Texas. Others from left are: Merolden Gabriel, trophy girl; Leonard O'Brien, president of Mid-America Santa Gertrudis Assn., and Santa Services, Huastec, Texas, owner Buddy Smith.

tion and reserve champion bulls and females and get-of-sire. Pictured, from left, are Buddy Smith of Santa Services of Huntsville, fitter and exhibitor; Mrs. O. C. Lend; and Ed Bullman, Willie Point, president of Premier Santa Gertrudis Assn. This bull's other grand championships were awarded by Judge John Joyce of



Undefeated in her class in Santa Gertrudis judging at eight major shows this year is female 11/8, shown at the 1978 American Royal Livestock Show in Kansas City, where she was reserve grand champion Santa Gertrudis female. The daughter of Jomar 579/4 was junior champion female at Memphis, Shreveport and the American Royal, and reserve junior champion female at Dentur, Ala., Nashville, Texas, and Beaumont, Texas. From left are owner Joe Merchan of Plazo, Texas; Leonard O'Brien, president of the Mid-America Santa Gertrudis Assn.; Merolden Gabriel, trophy girl; R. P. Marshall of the King Ranch at Kingsville, Texas, show judge; and Buddy Smith of Santa Services at Huntsville, Texas, fitter and exhibitor.



One of the winningest Santa Gertrudis bulls of 1978 was Superior Land & Cattle Co. of Allot, Texas' bull 1609, shown where he was judged grand champion of the American Royal Livestock Show in Kansas City on Nov. 15 by Judge R. P. Marshall, left of the King Ranch at Kingsville, Texas. Judge Fred Lehman also picked him as grand champion at the Tulsa State Fair; and Judge Jeff Christinn bestowed the same honor on him at the Tennessee State Fair at Nashville. He was also chosen as reserve champion Santa Gertrudis bull at the Washington County Fair at Bronham by Judge John Joyce at the East Texas State Fair at Tyler by Judge Joe Dial. Others from left are Leonard O'Brien, president of Mid-America SGA; Merolden Gabriel, trophy girl; and Ray Smith of Santa Services at Huntsville, Texas.

**New Mexico Directs**  
Clovia, Dac. 15 (UBDA) - slaughter steers and heifers 1.00 higher, steers 1.50 up on heifers. Steers 3.00; mostly choice 980-1075 lbs. 24 32.5; mixed good and choice 1008-1190 lbs. 66.00-68.00; mostly good choice 1025-1230 lbs. 62.00-65.50.

### The Santa Circuit (CONT. FROM PAGE 9)

he ever shipped to a foreign country took place, with 450 purebred heifers and 10 bulls going to the U.S.S.R.

During this past year a record price for a Santa Gertrudis female at public auction was set when Chris Gunter, Beall Farms, Franklin, GA., paid \$20,000.00 for Cosgrove Ranches' 196/8. This historic event took place at the Western Heritage Sale, held at the Shamrock Hilton, Houston, Texas.

In April we witnessed the shipment of 47 Santa to Brazil to compete in the Second World Santa Gertrudis Congress show and sale. The 47 head sold for \$867,602.00, to average \$7,609.00. High selling bull was Los Jabonillos' International Grand Champion, for \$82,880.00. High selling female was Chaparrosa's International Reserve Grand Champion for \$14,845.00.

Meanwhile, back in the states, another first for the breed was underway. S.G.B.I. was formulating policy concerning embryo transplants. To my knowledge, these cows have been put to the program. Joe Marchman, Meridian, Texas, sent to cow in Rio Vista Farms, at San Antonio, and 21 Colina Ranches, Morgan, Texas, has sent a cow to Colorado.

Alax Brudner of Guatemala was just in the states on a bull buying trip. I had the opportunity to travel with Alax for a couple of days, and it was good to hear of the progress that Santas are making in that area. Alax has a good market for his commercial bulls and has been selling purebred bulls to breeders in Colombia and Venezuela. Alax is one of the most progressive breeders I have ever met in Latin America. He started with some first cross Santa and Grade cows. These cows and their offspring were bred artificially to some of the top bulls in the breed. He is inseminating about 300 head a year, and using primarily the semen of James Good Out, bred by Josey Ranches. The resulting daughters were bred to a Simon Peter Band herd sire, 0-51, of Sae Jose 'Tomado' breeding. With this

breeding program, Alax has consistently won the Central American Livestock Show, with both breeding cattle and slaughter steers.

The above accomplishments are only a few that come to mind. If they are as often as to what's to come, Santa Gertrudis breeders should have a happy and prosperous 1979.

See you down the road next year...

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# Texas Polled Hereford NEWS

BY NORMAN CABANISS  
TPHA Secretary-Manager

January and the rest of the winter and Spring 1979 promise to be a busy season for Polled Hereford folks - let's all get out to as many of the activities as possible and make them even busier and more enjoyable for everyone.

Some of the January activities include: Jan. 6, Metropex PHA meeting, 7 p.m., Duttons Steak House, 5429 Lovett, Las Vegas, Dallas, Jan. 29, Southwest Select Polled Hereford Sale, 8 p.m., Southwest Exposition & Fat Stock Show, Jan. 29, TPHA membership meeting, 11 a.m., Kahler Green Oaks Inn, 6901 W. Freeway, Fort Worth, Jan. 29, TPHA Dinner & Social, 7:30 p.m., Petroleum Club, Commercial Building, Downtown Fort Worth, Jan. 29, Texas Polled Hereford Show, Grinn Oaks Inn, 11 a.m.; and Jan. 30, S.O.P. Polled Hereford Show, Southwest Exposition & Fat Stock Show, 8 a.m. You may have noticed that the Southwest Select Sale starting time was changed from 8:00 p.m. to 3 p.m., Jan. 29. This was done to allow time to get ready for the TPHA Dinner and Social at 7:30 that evening. The Petroleum Club is reputed to have Fort Worth's finest food, and the Pol-Elites are making plans for a big evening. Tickets will be available from any Pol-Elite.

Quality of the cattle in the Southwest Select is certainly exceptional. There are many top herd bull prospects and

the heifers are sure the foundation kind.

January 10 is also deadline for getting your nominations in for the Madisonville sale which is scheduled for March 10. A maximum of 76 head will be selected for the sale. Total sale cost on this sale will be \$80 per head. A deposit of \$50 per head must accompany entries to Texas Polled Hereford Assn., Box 70, Rio Vista, Texas 76063.

Some other things we Polled Hereford people can look forward to in coming months are the Brownwood Polled Hereford sale at Follett, April 12; April 16, Hosky B Ranch 1st Production Sale, Burost; Skibo Ranch Polled Hereford Production Sale at Glen Rose, May 26; and the Piva Star Productions Sale at Dulick Stock Farm, Morgan, on May 6, at 12:30 p.m., in which five leading breeders will have 80 lots. Contributing this top offering will be G. Twiss & Sons, Hillaborn Glen and Lillian Alloo, Hillaborn; Jack and Barbara Simpson, Hillaborn; Meridian Creek Ranch of Meridian; and Dulick Stock Farm.

Huge success of recent Polled Hereford sales makes us confident that the coming ones might be even better. Buyers from 12 states were on hand to set an average of \$2,179 is the Ogochee Farms Production Sale Nov. 20. Red Top Ranch attracted buyers from seven states who set an average of \$1,817. That dispersion at Fredericksburg Nov. 11.

## Southwest Select Polled Hereford Sale, January 29

Fort Worth - The Southwest Select Polled Hereford Sale of 1979 is set for Monday, January 29 during the Southwest Exposition and Fat Stock Show. Sale time is 8:00 p.m.

Selling will be 24 lots of quality Polled Hereford cattle consigned by members of the Texas Polled Hereford Association.

Consignors are Glen and Lillian Alloo, Jimmy Alloo, Bessley's DJM Polled Herefords, Jim and Moe Barriagatos, Mike Brown, Chisholm Trail Ranch, Cowhouse Creek Ranch, Dulick Stock Farm, John Fines, Jim Bob Hawthorne, Honky B Ranch, Michigan State University, Ogochee Farms, Radio Ranch, Jack and Barbara Simpson, Travis Polled Hereford, Turkey Peak Ranch and Yowell's Rocking Y Ranch.

For information contact the sale manager, Norman Cabaniss, Texas Polled Hereford Assn., P.O. Box 70, Rio Vista, Texas, 817/878-2524 or 817/841-5563.

## Polled Hereford Bull Test Underway, Sale Feb. 26 At Brownwood

Brownwood - Members of the Texas Polled Hereford Association invite anyone who is interested to visit the Bull Test Station at Howard Payne University here where

## Livestock's "Greatest Show on Earth" Set for Denver

With upwards of 800 head of registered Polled Herefords entered "on the hill" and "in the yards" at Denver, the association has 50 outstanding Polled Hereford bulls on official 140-day gain test. Bulls from this test will sell on Feb. 20, 1979 after completion of the test.

Norman Cabaniss, secretary-manager of TPHA, said "We are very proud of this group of bulls and feel that it could be extremely beneficial to you and your cattle operation to stop in and see the bulls. Also, have a visit with Howard Davis who is in charge of the test for details on the test and progress the bull are making."

To reach the Howard Payne Bull Test Station go west of Brownwood three miles on Highway 377 to Farm Road 45. Turn left and go one mile to the big water tower on the left hand side of the road. The bull barn is about 800 feet behind the water tower.

Anyone who is interested in the weights and ratios of these bulls as the test progresses may contact: Texas Polled Hereford Association, P.O. Box 70, Rio Vista, Texas 76063, phone 817/878-2524.

**POLLED HEREFORD DATES**  
JAN. 29 - SOUTHWEST SELECT POLLED HEREFORD SALE, FORT WORTH  
FEB. 17 - SOUTHWEST SELECT POLLED HEREFORD ASSN. SALE, SAN ANTONIO  
FEB. 26 - TEXAS POLLED HEREFORD ASSN. SIRE EVALUATION SALE, BROWNWOOD, TEX.  
MAR. 10 - MADISONVILLE PHA SALE, MADISONVILLE, TEX.  
APR. 21 - TRENFIELD & SON PHA SALE, FOLLETT, TEX.  
MAY 5 - FIVE STAR PHA SALE, MORGAN, TEX.  
MAY 6 - YOWELL'S ROCKING Y PHA SALE, KILLEEN  
MAY 26 - SKIBO RANCH POLLED HEREFORD, GLEN ROSE, TEX.

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## Monfort to Headline 56th National Polled Hereford Convention

Kenneth W. "Ken" Monfort, head of one of the world's most famous multi-complex beef feeding, packing, marketing and distribution firms and a universally-recognized authority of the U.S. beef industry and economy, will be featured at the 56th National Polled Hereford Convention-Show-Sale in Denver, Colo.

## 6th National Junior Polled Hereford Heifer Show in Missouri

Final plans are completed for the 6th National Junior Polled Hereford Heifer Show and Forum, scheduled for July 9-18, 1979, at Springfield, Mo.

The week-long activities will include the national heifer show and showman-ship competition, judging contest and an exhibitor's family outing is the famous Missouri Ozarka region.

A new feature for 1979 will be the naming of the National Junior Merit Award winner for the outstanding youth in the nation involved in Polled Hereford projects.

The 6th National Junior Polled Hereford Heifer Show, held this past July in Springfield, Ill., drew acclaim as the world's largest junior show of its kind.

The event will be sponsored by the American and Missouri Polled Hereford Associations, Missouri Junior Polled Hereford Association, Missouri Pol-Elites and Springfield area organizations.

## Youth Loans Are Reported Available

Youth who want an early start in the cattle business are urged to apply for a loan from the National Council of Pol-Elites, an auxiliary of the American Polled Hereford Association (APHA).

More than 80 young cattlemen have already realized their dream of beef ownership by taking advantage of the loans to purchase females from Polled Hereford breeders. Besides giving the young buyers 10 to 20 percent discount, breeders also assist the junior cattlemen with helpful hints and guidance in management, feeding techniques and timely give breeding privileges on their herd bulls.

The loans are made available to help encourage young people to endeavor the beef industry as a career, to teach financial aspects of the beef business and to help the youth profit from the experience of adult Polled Hereford breeders.

Any boy or girl under 21 may apply, and although 4-H or FFA membership is not mandatory, the recipient must be or become a junior member of APHA. More than \$16,000 has been awarded. The only financial program of its kind backed by a national breed association, the loan fund also receives financial support from several of the state Polled Hereford organizations and individual Polled Hereford breeders.

Interested youth should write APHA's Youth Department, 4700 East 68th Street, Kansas City, Missouri 64180, for complete information in getting an early start in a purebred cattle career.

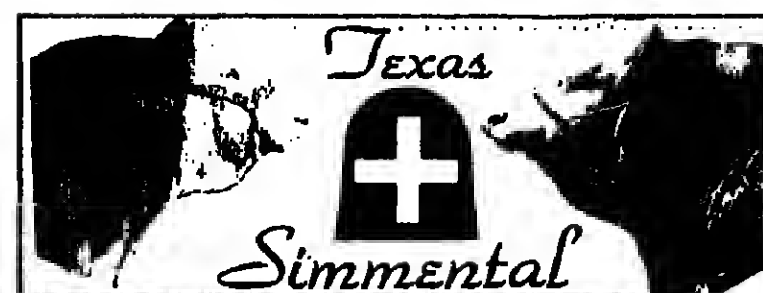
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Victor Dutton, Mike Dutton and Jack Dutton, sons of Jack Victor, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000, 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 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2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2





### Ward Simmental Sale Set Jan. 6

**At Gainesville** — Ward Simmental Ranches annual bull production sale will be held beginning at noon, Saturday, Jan. 6, 1979, in the Gainesville Livestock Market, Inc. Thornton Ward and Cecil Ward will be selling 65 Simmental bulls; 16 Hereford bulls; plus 16 Simmental females, five of which are halfblood Simmental-Hereford with three-quarter Simmental bull calves at side and five halfblood Simmental-Hereford cows with three-quarter Simmental halfbreed calves at side, and six open yearlings — past halfblood Simmental-Hereford halfbreeds, some of the tops from Thornton Ward's herd. A special feature of this sale will be 16 registered Hereford bulls from Cecil Ward's herd. All the bulls are from registered Hereford-bred cows and all the (CONT. ON PAGE 22)

Join the  
**TEXAS  
Simmental  
ASSOCIATION**  
401 Isom Road, Suite 290  
San Antonio, Texas 78216  
512/342-4284  
Joe E. "Skipper" Hill  
Executive Secretary

### Merrick's Optimum 1 Simmental Sale Set March 3 at Ardmore

Ardmore, Okla. — Merrick Farms will present "Optimum One," a sale of 100 lots of selected Simmental breeding cattle on Saturday, March 3, beginning at 12:30 p.m. at the ranch. (CONT. ON PAGE 22)

## Simmental Breeders Directory

TEXAS SIMMENTAL ASSOCIATION  
Information Center For Simmentals  
401 Isom Rd., Suite 290  
San Antonio, Texas 78216  
Phone 512/342-4264

ROCKING J RANCH  
Route #6  
Clarksville, Texas 75426  
13 miles north of Clarksville  
Phone: 214/966-2392

**Rio Vista Farms**  
Breeder of the  
AMERICAN Simmental  
Brent Perry, DVM  
General Manager  
RIO VISTA FARMS, Rt. 9, Box 242  
San Antonio, Texas 78227  
512/677-6014 226-6840

### Chester Martin Sets Commercial Man's Simmental Sale Jan. 13

Henderson — Chester Martin, owner of Kat Creek Ranch near here, will present "The Commercial Man's Rebuilding Sale" of Simmental cattle at the Rusk County Airport at Henderson at 1 p.m., Saturday, Jan. 13, 1979. (CONT. ON PAGE 22)

### All-Polled Simmental Sale February 3 At Fort Worth

The Texas Simmental Association has announced they will sponsor the First All-Polled Purebred Simmental Sale in the United States. The sale will be held February 3, 1979 in conjunction (CONT. ON PAGE 22)

### Rio Vista Simmental Bulls Average \$2,395

San Antonio — Rio Vista Farms' 8th Annual Herd Bull Sale here Dec. 16 in Joe Freeman Coliseum, 91 bulls grossed \$217,925 for an average of \$2,395. Bert & Ruben Reyes, San Antonio, were auctioneers. (CONT. ON PAGE 22)

*We wish to you and yours  
Prosperity and Happiness thru the New Year  
Goals neither too big nor too small  
to attain with Simmental.*

*To help those things come true,  
We'll have for you . . .  
About 600 head, your herd to design,  
In the Spring of Seventy-Nine.*

LET US SUPPLY ALL YOUR SIMMENTAL NEEDS



Collier Diamond C Ranch / Box 1124 / Stephenville, Texas 76401  
John B. Collier, IV / Manager / 817-968-4883

# ANNUAL *Simmental* BULL PRODUCTION SALE WARD SIMMENTAL RANCHES SATURDAY 12:00 NOON JANUARY 6, 1979 GAINESVILLE, TEXAS at the GAINESVILLE LIVESTOCK MARKET, INC.

## SELLING 65 SIMMENTAL BULLS

ALL BULLS SERVICEABLE AGE — (ALL BULLS FROM REG. HEREFORD FEMALE BASE.)

### Special Feature

- 16 SIMMENTAL FEMALES**  
5 1/2 Blood Hereford cows with 5 3/4 bull calves at side.  
5 1/2 blood Hereford cows with 5 3/4 heifer calves by side.  
6 open yearlings past 1/2 Simmental heifers. These are some of the tops from Thornton Ward's herd.  
**THESE COWS FROM HEREFORD BASE WITH 10-3/4 SIMMENTAL CALVES AT SIDE**

THURMON WARD — 817/665-3882  
STAR ROUTE  
GAINESVILLE, TEXAS 76240

A TOP  
SELECTION OF  
SIMMENTAL BULLS  
★ ★  
SIMMENTAL  
FEMALES  
★ ★  
HEREFORD BULLS  
SELL!

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P.O. BOX 1055 — GAINESVILLE, TEXAS 76240  
CECIL WARD: Res. 817/665-3167

Special Feature  
**15 HEREFORD BULLS  
REGISTERED**  
From The CECIL WARD HERD  
ALL SERVICEABLE AGE

# NEWS about LIMOUSIN

## Around The Limo Loop

By KEN HOLLOWAY  
and BRUCE BROOKS

Been to a good Limousin sale lately? If you haven't been to a GOOD Limousin sale, then you haven't BEEN to a Limousin sale at all! Our experience in the sixty-odd sales in which we have been associated has been very

reassuring. Reassuring from the aspect that momentum and the overall averages have continued to build throughout the year . . . and the finish was a record setter!

Just to bring you up to date on the high points — The World Limousin Futurity Show and Sale was, as usual,

Hsi Courtney, left, owner of Oklahoma Hills Ranch at Medill, host to the Oklahoma "Ranch-Raised" Limousin Bull Sale Nov. 29, congratulates "Rusty" Martin, right, of Checotah, on purchasing one of the top selling bulls in the sale.

filled with outstanding Limousin cattle. After a week of "conventioning" (CONT. ON PAGE 16)



Ronnie Stewart, manager of Buckeye Cattle Co., Okemah, Okla., bought five bulls in the Oklahoma "Ranch-raised" Limousin Bull Sale Nov. 29 at Oklahoma Hills Ranch at Medill.

### Limousin National Sale Set At Denver For January 12

Denver, Colo. — The 9th National Limousin Sale will be held January 12, 1979 at the National Western Stockshow. Sale time is 12:00 noon. Sale cattle will be shown starting at 9:00 a.m., January 11. Selling will be 60 head of Limousin cattle from some of the leading herds in the United States and Canada. In addition to this offering the Limousin carload and pen bull show will begin at 8:00 a.m., January 13, with an offering of 100 head of registered Limousin bulls for sale in the yards following the show.

The theme of this 9th National (CONT. ON PAGE 16)

# 9<sup>th</sup> NATIONAL SALE

See and buy The Word in Denver at the National Western Stockshow.

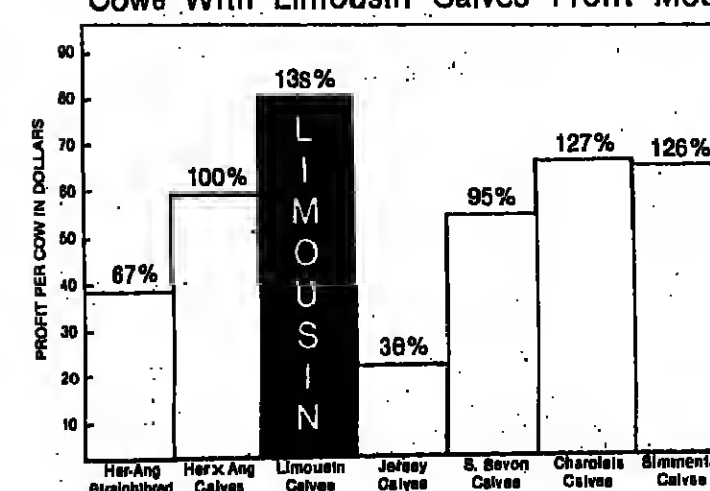
Jan. 11th - Show of sale cattle 9:00 a.m.

Jan. 12th - National Sale 12:00 noon — over 60 head from the leading herds in the US and Canada

Jan. 13th - Carload and pen bull show 8:00 a.m. Over 100 head of registered Limousin bulls for sale in the yards following the show. Commercial man's dream...don't miss it!



Cows With Limousin Calves Profit Most



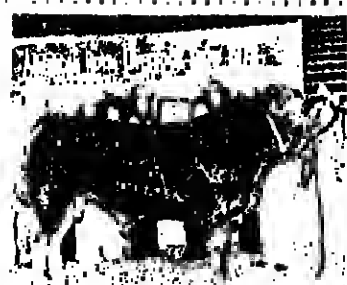
State University Research Bulletin 8736, February 1978. Copy available on request.

The  
Word  
about  
Profit



NORTH AMERICAN LIMOUSIN FOUNDATION  
100 LIVESTOCK EXCHANGE BLDG.  
DENVER, COLORADO 80218  
PHONE 303/623-6544





Grand Champion Bull of the 1976 World Limousin Futurity in Kansas City was Judge O'Cloutie shown by William Perry, Caledon, Ontario, Canada. He was a May 29, 1977 son of Email with an adjusted 205-day weight of 759 lbs. and an adjusted 365-day weight of 1349 lbs. The champion sold to Bob Brown of Quonah, Texas for \$7,900.

### Limo Loop

(CONT. FROM PAGE 15)  
brushing and showing, 83 1/2 lots sold for an average of \$2224.

Next on the agenda was the Kentucky National at Louisville, Ky., where we saw 41 lots sell for an average of \$1585.

After the bright lights of all the shows and sales, we came back to Oklahoma to the Oklahoma "Ranch Raisin" Limousin Bull Sale. Hal Court-

ney, Canadian Valley Ranch, and Associates, had assembled a most impressive group of stout and rugged service age bulls. The evidence was there in black and white — our bulls had widely been accepted by the Commercial Cowman. The bull sold 43 lots of 3/4 and 7/8 bulls for a strong average of \$1368.

December 2 was the date chosen for the Splitz and Soan Limousin Sale. 22 lots of Full French cattle sold "in a hurry" for an average of \$3787.

Next came the sale many had been awaiting... the Escalad Cattle Company Limousin Dispersal. A tremendous crowd gathered to witness what would later make breed history. At the end of the second and last day, 431 lots sold for \$884,885, for an average of \$2007. The Escalad Cattle sold to 114 buyers from 21 states and 16 buyers purchased \$20,000 or more. Many years of experience had gone into the presentation of Jim and Helen Escalad's herd of Angus based Limousins. The Escalad Cattle had gained much respect throughout the breed and the ultimate proof was witnessed at this most exciting dispersal.

To wind up this fast and furious 1976, the M & J Polled Limousin Dispersal "put the icing on the cake." The M & J Dispersal was held to settle the partnership of H. A. McCoy and the late Weyman Jackson. H. A. and Weyman had assembled an outstanding offering of polled females, many with calves at side, and most of the females were bred

to polled Limousin bulls. At the end of the day, 189 lots sold for an average of \$1212.

The M & J Sale concluded the 1976 Limousin sales for American Cattle Services. We hope you have had the opportunity to attend and participate in this year's exciting events. We also hope to see you at the first event of 1977, the National Western, held in Denver, Co.

American Cattle Services would like to wish each of our Limousin friends a Merry Christmas and a prosperous New Year!

### Limousin National Sale Set At Denver For January 12

(CONT. FROM PAGE 15)  
Limousin Sale is "The Word about Profit" and information on the sale is available from the North American Limousin Foundation, 100 Live-Stock Exchange Bldg., Denver, Colorado 80216, 808/623-6544.

### Okla. Percentage Limousin Bulls Average \$1,368

Madill, Okla. — Hal H. Courtney, Madill, Canadian Valley Ranch, Seminole, and Basals Freemy, Ninakab, the consignors, American Cattle Services, Inc., Chittanooga, sole manager, and C. K. "Sonny" Booth, Miami, auctioneer, all of Oklahoma, conducted the Oklahoma "Ranch Raisin" 75 and 87 percent Limousin bull sale at the Oklahoma Hills Limousin Ranch near here Nov. 29 to the highly successful average of \$1,368 per head.

A seven-ages bull calves Nov. 9, 1976 and owned by Courtney topped the sale at \$2,475, going to the Worthington Ranch at Jackboro, Texas. Worthington also bought the third high selling bull, another Courtney consignee, for \$2,000, and the fourth high bull, a Courtney animal, for \$1,750. Volume buyers were Worthington Ranch with six bulls, Drummond Ranch at Pawhuska, eight bulls, and Buckeye Cattle Co., Okla. with five bulls.

We Wish Everyone A Very Pleasant HOLIDAY SEASON And An Exciting LIMOUSIN NEW YEAR

We Have For Sale 20-16 month old 7/8's Bulls Ready For Service



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434 GPM North Tower  
San Antonio, Texas 78216

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Bulls, Cows and Club Cattle  
For Sale  
For Information Call  
Sue Doherty • 817/282-8555  
Box 1077  
Madill, TX 74847

### Texon Top Buyer In Eastland Limousin Sale That Hits \$864,865

Huron, S. Dak. — W. R. Heger, Jr., of Welner, Texas, was top volume buyer in Jim and Roger Enelond's Eastland Cattle Co. sale Dec. 11 and 12 in which 431 lots grossed \$864,865 for an average of \$2,007, making it one of the most highly successful Limousin sales in recent times. The sale was managed by American Cattle Services, Inc., of Chittanooga, Okla., and auctioneers were C. K. "Sonny" Booth, Miami, and Bruce Brooks of Springer, both in Oklahoma.

No.	Type	Gross	Avg.
3	Fullblood Bulls	\$0,100	\$10,000
12	American Purebreds	\$1,100	\$9,166
21	Red An. Purebreds	\$8,275	\$1,945
15	Spce An. Purebreds	17,425	1,161
87	3/4 w/ 7/8 Hrs.	130,285	2,285
54	3/4 w/ 7/8 Bulls	128,725	2,384

(CONT. ON PAGE 22)

### Deux Amis Limousin Futurity Sale Has Gross of \$301,000

San Marcos — Ben Woodson, Del Rio, and Hoyas Mitchell, Merit, owners of Deux Amis Ranch at Luling, held the Deux Amis Futurity Sale Nov. 19 to a highly successful gross of \$301,000 on 77 head for an average of \$8,999 in a sale of Hay County Cattle Center in San Marcos. Auctioneers were C. K. "Sonny" Booth, Miami, Okla., and Kenneth Oregg of Fairview, Texas.

Animals sold in the sale will be eligible to compete in the Deux Amis Futurity which should have about \$30,000 in prize money.

(CONT. ON PAGE 22)

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**7/8 and 15/16 Limousins**  
And You are Always Welcome To Come By and See  
**HOWE WE DO IT!**  
**CLEAR CREEK FARMS**  
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Then 1 1/2 miles north and 1 mile east.

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Rt. 1 - Box 348  
Aubrey, Tx. 76227  
RANCH: 817/386-2605  
OFFICE: 214/638-7827

**DEDICATED TO PRODUCING**  
**7/8 & 5/16 DOMESTIC**  
**Pureblood Limousin Cattle**  
To satisfy the Demands of the Purebred & Commercial Breeder  
We welcome your inspection of our Domestic Purebloods.  
"Our Profit Is Through Your Profit."

**SOURCE OF SEEDSTOCK**

**Merry Christmas**

**And Best Wishes for a Happy New Year**

**BUDRICK FARMS**

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### LIVESTOCK CALENDAR

DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1-4-19th Annual Livestock Producers Day, Louisiana State Univ., Baton Rouge, LA												
1-6-Southeastern Brangus Bull Sale, Tifton, GA; Syler Sales Mgt., Inc.												

**FINES AND PLAINS 7TH ANNUAL BRANGUS RANGE BULL SALE**  
**90 TOP QUALITY BRANGUS BULLS**  
Saturday, January 13, 1977, 1 P.M. Sulphur Springs, Texas  
SYLER SALES MANAGEMENT, INC.  
Rt. 2, Box 35, Burton, Texas 77835  
713/288-1408

- 1-6-Live Oak County Beefmaster Bull Sale, Three Rivers, TX, S/M Reyes & Reyes
- 1-6-Annual Ward Simmental Ranches Bull Sale, Galmaevilla L/S Market, Inc., Galmaevilla, TX, S/M Cecil Ward
- 1-10-Southeastern Beefmaster Breeders Assn., Sale, Montgomery, Ala., Syler Sales
- 1-10-Alabama Cowmen's Beefmaster Bull Sale, Montgomery, AL, S/M Syler
- 1-12-National Limousin Sale, Denver, CO., American Cattle Service, S/Mgr.
- 1-13-Summit Limousin Sale, Longmont, CO., American Cattle Service, S/Mgr.
- 1-13-Kat Creek Simmental Production Sale, Henderson, TX
- 1-13-Pines & Plains Brangus Bull Sale, Sulphur Springs, S/M Sylers
- 1-13-National Western Shorthorn Sale, Denver, CO, American Cattle Service S/M

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The leading printers of quality catalogs, brochures, mailing pieces, cards, posters and stationery for more than Forty Years!

- 1-16-Amer. Int'l. Marchigiana Society Natl. Sale, Natl. Western L/S Arena, Denver, CO
- 1-16-19th Annual Avenue of the Breeds — All Breed Range Bull Sale, Montgomery, AL
- 1-20-4th Annual Silver & Gold French Charolais Sale, DFW Holiday Inn, Jerry Richardson, S/Mgr
- 1-20-Brinks Brangus Bull Sale, Poteet, TX
- 1-22-Oklahoma Hereford Assn. Bull Sale, Durant, OK, S/M Guy Shull
- 1-22-National Cattlemen's Assn. Convention, Kansas City, MO
- 1-22-Stock Show Paint Horse Sale, Fort Worth, S/M Plummer Auction Service
- 1-27-Hill Country Angus Assn., Bull Sale, Fredericksburg, TX
- 1-27-Tyft & Massmer Hereford Sale, Levern, OK
- 1-27-Arkansas Brangus Range Bull Sale, Conway, AR
- 1-28-Texas Hereford Association Commercial Females and Select Bull Sale, Fort Worth
- 1-30-Southwest Select Polled Hereford Sale, Fort Worth, Cattle Sale Arena

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**NORTON METAL PRODUCTS HALF SIZE CREEP FEEDERS**

Feed capacity of 1,000 pounds. Accommodates 20 to 28 calves. Quality construction, built of new 16 gauge steel, 8" tubing and 2" angle iron. Electrically welded. Fits flush against fence for easy loading. 7'6" x 7'6".

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IDEAL FOR LARGE OR SMALL OPERATIONS. RUGGED, HEAVY DUTY, DESIGNED FROM EXPERIENCE BASED ON USE BY RANCHES AND FEEDLOTS.

WRITE OR CALL FOR FREE ILLUSTRATED BROCHURE WITH PHOTOS, PRICES AND SPECIFICATIONS OF FEEDERS, RACKS, FEED TRUCK BODIES AND FEED HANDLING EQUIPMENT.

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**Commercial Man's Rebuilding Sale**  
Saturday, January 13, 1977, 1:00 P.M.  
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Selling!

51 Big powerful Simmental Bulls. Fertility tested and mostly breeding age.  
61 Halfblood Simmental Cows with Brahman Influence. All will be bred and checked safe in call or will have calves at side.  
39 Halfblood Simmental Heifers with one-quarter Brahman Influence. All are open and ready to breed.

**Kat Creek Ranch**  
Contact  
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P.O. Box 67, Henderson, Texas 75826  
Phone: 214/285-5139  
Telex: 254 253

- 1-29-Quirk L & C Co. Angus Simmental Amerifax Bull Sale, Hattings, NE
- 1-30-Texas Angus Association Performance Tested Bull and Commercial Female Sale, Fort Worth
- 2-2-North Texas and Oklahoma Longhorn Breeders Assn. Sale, Fort Worth, S/M Reyes & Reyes
- 2-2-Bluebonnet Show Window Charolais Sale, Fort Worth
- 2-2-Northeast Texas Polled Hereford Assn. Sale, Mt. Pleasant, TX
- 2-2-Stock Show Donkey-Mule Sale, Fort Worth, S/M Plummer Auction Service
- 2-3-Texas Simmental Association Sale, Fort Worth
- 2-4-National Pingauger Sale, Fort Worth
- 2-4-Stock Show Quarter Horse Sale, Fort Worth, S/M Bob Plummer Auction
- 2-5-28 Bar Ranch Hereford Production Sale, Staunfield, AZ
- 2-5-Gulf Coast Hereford Assn. Sale, Columbus
- 2-10-South Texas Brahman Breeders Supreme Sale, San Antonio, TX, S/M Reyes & Reyes

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- 2-12-Healey Bros Flying L Ranch Hereford Prod Sale, Davis, OK
- 2-13-Ward's Ranch Hereford Production Sale, McAlester, OK
- 2-14-Alabama Cattlemen's Association Meeting, Montgomery, Ala.
- 2-15-Consignor's Best Charolais Sale, San Antonio, TX
- 2-16-National Simmental Sale, San Antonio Livestock Show, San Antonio, TX, S/M Reyes & Reyes
- 2-16-Polled Santa Gertrudis Assn. Sale, Baton Rouge, LA, 6:30 p.m.
- 2-17-Lone Star Testing Center Hereford Bull Sale, Wickett, TX
- 2-17-South Texas Polled Hereford Assn Sale, San Antonio, TX, S/M TPHA
- 2-19-2nd Houston Area Brahman Sale, Round-up in Elmonston, TX, S/M World Sales
- 2-21-2nd International Charbray Sale, 11:00 a.m., Houston
- 2-21-Houston Stockshow Zebu Sale, 5:00 p.m., Houston
- 2-21-Top of Texas Angus Female Sale, 7:00 p.m., Houston
- 2-22-7th Annual Gulf Coast Charolais Sale, Houston, TX, S/M North America Auction Co.
- 2-22-Houston Stockshow Brahman Sale, 1:00 p.m., Houston

**VERNON BROWN'S COWTOWN WESTERN STORE**  
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Names stamped and dyed free.  
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Gentle stock from real cow country — Eulogy, Texas (near Glen Rose).  
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**THE ALFORD CORP.**  
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**DRINKING TANK PROBLEMS SOLVED**  
As well as all reservoirs and spray tank. Lifetime Tank Coatings for steel plate tanks, corrugated galvanized iron tanks, and rook and concrete tanks. Thousands of these tanks of assorted sizes have been restored to be better than new tank, not coated. Over 3 million pounds now in service since 1968. Stop all leaks, any size hole or crack. Prevent rust forever. A new tank properly coated will not be replaced in a lifetime. Anyone can apply by brush. Not a paint, the only material known that prevents seepage in basement walls. Twice the hardness of epoxies! Write or call for our catalog. All orders shipped same day received. This is our 25th year.

**VIRDEN PERMA-BILT CO**  
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ARABALLO, TEXAS 75008-2511

**Live Oak County Sale Set January 6**  
Three Rivers, Texas — The Live Oak County Beefmaster Breeders Association Bull Sale will be held Saturday, January 6, 1977. Lunch will be at noon with the sale following at 1:30 p.m. at the Live Oak County Fairgrounds.  
Selling will be 100 Beefmaster bulls.  
For information contact the sale management and auctioneers: Earl and Ruben Reyes, P. O. Box 82828, San Antonio, Texas 78216; 512/548-2185.

**BRUSHY CREEK RANCH**

May The Holiday Season Be Filled With Peace and Joy

**And the New Year Be Happy And Prosperous**

**WIGGINS RANCH CO.**  
1418 Commerce Bldg., Houston, Texas 77002 Phone 713/284-4411

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## EAST TEXAS LAND . . . BEST BUY ON EARTH

• **BARGAIN BUY** 13+ acres, open & fenced, PLUS 2 or 38R - 1-bath frame home, neat and clean, partially remodeled, W/D connections, deep water well produces approx. 800 p.m. income. Excellent school district. Assumeable loan. ONLY \$25,000!

• **EXCELLENT COMMUNITY** - 151 acres, level bottomland. Creek crosses property, part minerals. LIVABLE frame home, WBF, REA water & electricity to property. ONLY \$400 per acre.

• **OWNER FINANCED** - 193 acres, mostly open, ample water, good fencing, beautiful pecan trees surrounding two story colonial home. Long highway frontage. Excellent hunting. Priced right, good terms.

• **NEW-TO-MARKET** - 237 acres, improved grasses of Coastal, Bahia, Fescue & Rye, S-1 White Clover & Crimson. Fenced & cross-fenced. 2 ponds, several running springs. Priced with or without minerals. Good owner or finance.

• **U.S. HWY. FRONTAGE** - 524 gently rolling acres. Improved grasses & clovers, good sandy loam soil. Fenced, cross-fenced, barns, spring creek, large lakes, PLUS 2 story colonial home. \$600 per acre, good terms.

• **WORKING RANCH** - 681 highly productive acres, improved grasses and clovers. Good fencing, abundant water, metal barn and pens, 2 homes. ONLY \$650 per acre. Assumeable loan.

• **SHOWPLACE** - 700+ acre ranch, 450 acres Coastal. Lovely 2 story home overlooking 12 acre lake. All improvements are the best. Hwy. frontage & railroad frontage. Ideally located for residential or industrial development. Attractive owner financing.

SEE THE MAN THAT KNOWS THE LAND  
DON REYNOLDS REALTY, INC.

305 Outman - Pittsburg, Texas 75686  
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Nights 856-6880 or 835-2360



## STETSON REALTY, INC.

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## LITTLE SNAKE RIVER

814 ACRES, 300 IRRIGATED, 2112 BLA AMES, REPUTATION RANCH, WELL BALANCED, OWNER WILL CARRY AT 6%.

Call: Jim Clevenger or Frank Stetson

## SOUTHEAST OKLAHOMA

420 Acre Highway Showplace - 2300 sq. ft. brick home overlooking 240 acre Blue River bottom. Also 1600 sq. ft. second home, 30x40' Machine shop, large metal barn, steel working pens. Excellent stand of grass and clover. Good deep soil for any area crop. Can be irrigated. Possible owner financing. Price - \$325,000.00.

1600 Acre Cattle Ranch - Grass for large herd now.

1075 Acre Red River Bottomland - Grazing 800 steers twice a year and 400 acres of soy beans and lots of pecans.

CENTURY 21 QUALITY PROPERTIES, INC. 405/824-2160  
Or - DON COX ASSOCIATE 405/588-2772

## LAND MART OF AMERICA

240 Acre Dairy Farm - Large 3-BR home with cellar. Two furnished mobile homes, 235 Milking cows, 60 springers. Dairy barn has new self-feeder and automatic washers; 2 concrete silos; 176 ft. feed bunk; dump slab; blower; 3.50 HP motor; hay barn; good fences; 3 water wells with submersible pump. Many - many more features and equipment too numerous to list.

## JOHN CLARK REALTY

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Land Mart of America has franchisees available in Texas Panhandle and Oklahoma to qualified Brokers only.

Nationwide Service to both Broker & Client

## 800 ACRES

With 8,000 pecan trees on 4.5 miles of Rio Grande. Good mineral situation. \$850,000.00. 16% Down and up to 20 years on balance.

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## EASTERN OKLAHOMA

Land investments, Lake Eufaula development tracts. Mountains for recreation. Lake homes.

LAKE REALTY  
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## FOR SALE - 30 ACRES

With 1300 sq. ft. Log Cabin home, woodburning fireplace, 30x60 barn, cutting horse arena, near Lake Eufaula in beautiful Southeast Okla. Write: Don Sharp, Rt. 3, McAlester, OK 74801, or phone 712/423-1744.

485 ACRES pasture land with 100 A. good creek bottom. 3 miles from Durant, 1 mile from highway. 3275 Acres.

BLALOCK & GENTRY REALTORS  
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## 417 ACRES - PAIRS COUNTY

8475/Acre. Many improvements available. 712/779-2255 or 712/779-2255

## "LAND OF ENCHANTMENT"

14 1/2 Sections, all deeded. Four miles river. Excellent turf. Fenced. Only 65 miles from Santa Fe, N. M. on pavement. This is a beauty. Priced to sell. J. NELSON ROACH, Broker, 1301 W. 15th, Amarillo, Tx. 79102; 804/372-2551.



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Office: 501/824-3186

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## NORTHWEST GEORGIA FARM

1,800 ACRES  
Excellent cattle farm, lays well, plenty water, fenced and cross fenced. Terms arranged.

## ROBERT POTTS LAND &amp; AUCTION

P.O. Box 1, Rock Springs, Georgia 30739; Phone 404/764-1226.

## 1000 HEAD YEARLING RANCH

In Southern Colorado Mountains. Improvements excellent. Located 75 miles from Pueblo. Other ranches and farms to choose from. Contact Harry Norman at JONES HEALY, INC., Realtors, 119 West 6th Street, Pueblo, Colorado 81008.

## For Sale 11,780 Acre Ranch

Located in Northwest Colorado Weld County. Priced at approximately \$120 per acre. Operating Cattle Ranch with many amenities. For further information call or write:

## EATHERTON REALTY

200 Denver Club Building  
Denver, CO 80202; 303/892-9000

## 520 ACRES Briscoe Co., TX. Good

flat, black land, producer. 8 Irrigation wells.

840 ACRES Dawson Co., TX. Improved, brick home, close town, top cotton county.

Both Farms on pavement.

After 8 P.M. call 806/462-7487

## 500 + ACRES, UPSHUR CO., TEXAS

Part minerals, ideal dairy, livestock & tree farm. Improved pastures, cross fenced, ponds, streams, barns & corrals. PLUS adjoining 40 acres, deep well, 2 mobile homes. Owner financed. 214/762-2274.

## 385 ACRES, rolling ponds, minerals, \$850 per acre.

307 ACRES, 3-1 home, Wood County, \$600 per acre.

780 ACRES, Hunt County, working ranch, \$760 per acre.

840 ACRES, Rains County, bahia; \$425 per acre.

## PARKER REAL ESTATE

120 N. Main, Grand Saline, Tx. 75140; 214/962-3996

## TEXAS HILL, COUNTY

2,500 Acres, 2 1/2 mi. Colorado River frontage, gas wells, imp. working ranch, Brady, \$450/ac.

470 Acres, Mason, Excel. hunting, \$450/ac.

237 Acres, perm. large creek, outstanding turkey, deer & fishing. Brady, \$750/ac.

277 Acres - EXOTICS, turkey, orote dam on perm. creek, near Johnson City, \$850/ac.

287 Acres - SHOWPLACES, highly imp. cattle ranch, Blanco. A centerpiece at \$225/ac.

111 Acres, Sabinal 30 acre field, brush, super hunting, only \$250/ac.

44 Acres, large oaks, 30 mi. west of Austin, 227 terms.

MOTEL - In Johnson City.

## WEIR REALTY

Box 195, Blanco, Tx. 78606

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## 1,200 ACRES, 700 ac. in improved

grasses, 14 miles from Austin.

Also 1000 ac. SOUTH FORTY

ACRES, 1000 ac. in improved

grasses, 14 miles from Austin.

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F. E. "Pete" EBELING'S

# HI-VIEW RANCH THIRD CHIANINA PRODUCTION

SALE

SALE TIME  
1:00 P.M.

SATURDAY  
DECEMBER 30  
AT THE RANCH  
BURNET, TEXAS

## 86 LOTS SELL

### 46 BREEDING AGE BULLS

- ALL 18 to 30 MONTHS OLD
- 3/4's and SECOND GENERATION 1/2's
- MANY ARE BLACK & ANGUS BASE

### 17 1978 BULL CALVES

- FEATURING OUR ENTIRE 1978 CALF CROP
- 17 - 1978 BULL CALVES
- 3/4, 5/8 and 1/2 BLOOD
- MANY ARE BLACK and ANGUS BASE
- BRED JUST LIKE THE SERVICEABLE AGE BULLS
- MANY SUPER HERD SIRE PROSPECTS

### 22 1978 HEIFER CALVES

- 3/4's and SECOND GENERATION 1/2's & 5/8's
- MANY SHOW HEIFER PROSPECTS INCLUDING SEVERAL BLACK FEMALES.

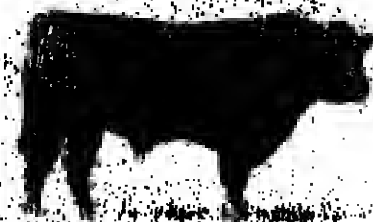
HI-VIEW RANCH bred Chianina Bulls are siring winning CHIANINA. Including the 1978 ILLINOIS STATE FAIR RESERVE CHAMPION JR. SHOW STEER and the RESERVE CHAMPION PERCENTAGE HEIFER at the S.W. REGION SHOW.

SEVERAL MATERNAL BROTHERS TO THE NOTED CHAR-WAYNE FARMS HERD BULL BATTERY WILL SELL.

12:00 P.M. BARBECUE LUNCH

## ★ SPECIAL ATTRACTION ★

We are selling a full brother to this 1973 Feeno x Angua half blood bull (pictured as a calf and as a 2-year-old). This bull, bred by us, is the sire of the second generation half bloods selling. If it's baefiness you are after, look over his progeny. He is now featured in the Tic Tac Toe herd at Italy, Texas.



Mr. H.V. 403 - Stout 1/2 blood son of Feeno, full brother to Mr. Super HV 12, Sells As Lot 301



At 2 years weighing 2,200 lbs. SIRE OF 2ND GENERATION HALF BLOODS SELLING.



Mr. H.V. 529 - This 2/10/77, 1/2 son of Falbo, calf of Ferrero-Brahman Dam, Sells As Lot 302



Mr. H.V. 538 - A son of Fillipo out of a Ferrero x Angua Dam. This outstanding herd sire prospect will sell as Lot 21.

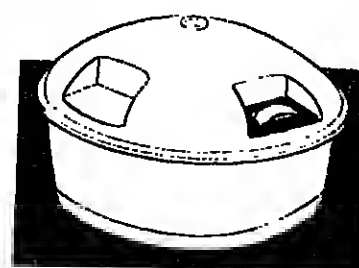
SALE HEADQUARTERS: HIGHLANDER INN  
BURNET, TEXAS - 512/736-2771  
For information Contact:

**HI-VIEW RANCH**

Mr. & Mrs. F.E. "Pete" Ebeling, Owners  
RT. 2, BOX 20, BURNET, TEXAS  
(817) 756-2400

In Texas last year, the Texas Department of Public Safety estimates some 61,784 thefts of property from motor vehicles were committed. That property was estimated to be worth more than \$14 million.

## LIQUID FEEDERS



- Turtle-Back Plastic
- Very durable
- Rustproof
- All smooth edges
- Molded concave bottom
- 2 or 4 wheel
- 200 gallons (1 ton capacity)
- 58" diameter x 33" high
- 23" wheel height

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